

# RISHBHA GODARA

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## PROFESSIONAL EXPERIENCE

### UW Disability Services, Seattle

Oct 2022 - Present

#### Graduate Data Analyst

- Established the reporting and analytics system for UW's Disability Services unit by creating detailed SOPs.
- Conducted in-depth demand and supply analysis related to disability support requested by UW students using Python and Tableau. These analyses played a pivotal role in aiding the organization's strategic planning for the upcoming academic year and provided substantiated grounds for seeking increased funding.

### Officebanao, New Delhi

May 2022 - Aug 2022

#### Business Intelligence Analyst

- Executed a successful GTM strategy for a 0->1 product, resulting in a 46% plunge in CAC vs. its initial forecast.
- Orchestrated ETL workflows with Airflow, seamlessly integrating internal databases, data from social platforms, and Google Analytics for automated updates, eliminating manual interventions.
- Utilized Tableau to craft detailed reports and dashboards, analyzed factors influencing user engagement, and presented optimization insights to stakeholders for improved KPI performance.

### GenY Medium, New Delhi

Jun 2021 - Jun 2022

#### Business Intelligence Analyst

- Leveraged data from 250,000 MAUs to identify trends and inform product improvements for a digital health app, doubling average app engagement time and reducing the drop-off rate by 56%.
- Spearheaded A/B testing initiatives, fostering a culture of data-backed hypothesis-driven decision-making for website optimization. Conducted statistical analysis (Z-test and t-test) to ensure the deployment of only statistically significant experiment results, leading to a 45% increase in website engagement rate.

### Gavi - The Vaccine Alliance, Geneva

Jun 2018 - Sep 2018

#### Data Analyst

- Spearheaded the reporting process optimization, and reduced grant evaluation time from 4 weeks to 1.5 weeks.
- Analyzed Somalia immunization data from five disparate surveillance systems, to uncover trends across demographics, guiding a targeted malaria campaign that increased the aid distribution rate by 3%.
- Conducted ad-hoc analyses, providing insights to stakeholders, that improved operational efficiency and cost savings.

### AIG, Hyderabad

Oct 2014 - Jun 2017

#### Data Analytics Engineer

- Implemented ServiceNow UX analytics, tracking user session metrics to identify emerging risks in app performance.
- Led Oracle db improvements and code optimizations, resulting in an 85% reduction in sev1 and sev2 errors.
- Successfully oversaw 9 enterprise feature releases, collaborating with a cross-functional team of 25+ professionals.
- Produced comprehensive progress and challenge reports for senior management, aiding informed decision-making
- Distinguished with two client awards for exceptional leadership, leading to a promotion to Team Lead.

## EDUCATION

### University of Washington – Michael G. Foster School of Business

Seattle, WA

Master of Science in Information Systems

2024

### University of California

Los Angeles, CA

Certificate in Systems Analysis (Data Science)

2023

### The Graduate Institute

Geneva, Switzerland

Master of Arts in Development Studies

2020

### Gitam University

Vizag, India

Bachelor of Technology in Electrical Engineering

2014

## SKILLSET

- **Technical:** Python, R, Stata, SQL, Snowflake, Databricks, Tableau, Looker, Pardot, Airflow, Jira, AWS
- **Cloud Certifications:** Azure Fundamentals Certified