RISHBHA GODARA

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PROFESSIONAL EXPERIENCE

UW Disability Services, Seattle   Sep 2023 - 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