

# RISHAPP RAJESH

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## EDUCATION

The University of Texas at Dallas, TX, USA

Master of Science, Business Analytics

May 2024

GPA: 3.65/4.0

Graduate Teaching Assistant, Business Development and Communication

Jan 2024 – Present

**Relevant coursework:** Sustainability Analytics, Database Foundations, Data Visualization, Big Data, Advanced Statistics

Rajalakshmi Engineering College, India

Bachelor of Engineering, Computer Science & Engineering

May 2022

GPA: 3.8/4.0

## TECHNICAL SKILLS

**Skills:** SQL, MS Excel, Tableau, R programming, Python, MongoDB, ETL pipelines, Power BI, Git, GCP, AWS, Java, Jira

**Certifications:** [Tableau Fundamentals](#) , [Case Study: Analyzing Customer Churn in Tableau](#) , [Intermediate SQL](#) , [From Data to Insights with Google Cloud](#) , [Supervised Learning in R: Classification](#) , [Exploratory Data Analysis in R](#)

## WORK EXPERIENCE

GOLDMAN SACHS, Dallas, USA

June 2023 – August 2023

**Data Analyst Intern – Asset and Wealth Management**

- Incorporated data preparation techniques using **MS Excel features** like **Power Query** and **Pivot Tables** for private wealth data, improving data accuracy by 90%.
- Performed extensive data cleaning procedures using **SQL** such as **data normalization** and **outlier detection** on private wealth data comprising over 10 million records, ensuring data integrity and reliability for accurate data analysis.
- Utilized **Python** libraries such as **Pandas**, **NumPy** and **Scikit-learn** to perform **correlation analysis** between variables such as client demographics and investment preferences to derive 80% better portfolio management strategies.
- Conducted **regression analysis** using **Python** to predict future client asset growth based on the linear and polynomial trend lines, achieving 95% accuracy rate when compared to actual performance.
- Developed interactive dashboards in **Power BI** to illustrate correlation and forecast models, facilitating data communication for executive decision-making.

VIRTUSA CORPORATION, Chennai, India

August 2021 – May 2022

**Data Scientist – Product Development**

- Utilized scalability and computing power of **Google Cloud Platform** to process and store big data of the product enabling real-time high speed data transfer.
- Curated a mathematical algorithm and evaluated product data using **Excel** and **Python** to perform statistical calculations and regression analysis of product metrics to enhance the overall product performance by 70%.
- Implemented data pipeline automation using **ETL pipelines** resulting in a 25% increase in data update frequency and ensuring real time availability for product decision makers.
- Designed and developed **Tableau Dashboards** to provide POC of the curated algorithm's effect on improving the product model, resulting in a 30% increase in visibility and decision making amongst management executives.

WE DEFINE NET, Chennai, India

March 2021 – August 2021

**Business Analyst – E Commerce Development**

- Collaborated with cross-functional teams within e-commerce division to understand business requirements effectively.
- Extracted KPIs such as conversion rates and average order value using **SQL window functions** from the e-commerce databases, resulting in 70% better optimization of marketing tactics.
- Developed interactive **Tableau dashboards** to visualize the KPIs and highlighting the customer segmentation trends to enhance user experience and showcasing 35% increase in revenue growth.
- Demonstrated a **conference presentation** with the board members on the extracted insights through **Tableau** dashboards reasoning the importance of new strategies for the division.

## PROJECT EXPERIENCE

Predictive Maintenance of Tolling Industry, Electronic Transaction Consultants, LLC (ETC), USA

March 2023

- Spearheaded a capstone project of enabling proactive maintenance interventions through **exploratory data analysis** by utilizing **SQL** and **Python** to achieve a 70% reduction in equipment downtime.
- Created interactive and visually engaging **Tableau Dashboards** that displayed **predictive maintenance, classification and clustering** insights generated by **Python** and **views** created in **SQL**.

[RFM \(Recency, Frequency, Monetary Value\) Analytics](#)

November 2022

- Volunteered to conduct **RFM analytics** using **Python** libraries such as **plot.ly** and **pandas** on sales data to segment customers based on their purchasing behavior, resulting in 85% optimized decision making.
- Designed an interactive dashboard using the **dash** library in **Python** with integration of API to facilitate accessibility and segregation of different visualizations.