



# ADRIAN NADARAJAH

BI & Data Analytics | Data Science & ML

## PROFILE

As an analytics professional I have experience in building data-intensive applications, deploying self-serve business intelligence products, large-scale data modelling, and overcoming complex architectural & scalability issues.

Leveraging various GCP technologies and scripting languages, I have a demonstrated history of creating tools & applications that calculate and measure complex KPIs. Ultimately providing *actionable insights* to aid business leaders in critical decision making across a multitude of functions.

With a focus on turning information into ideas - my ultimate passion lies in the intersection of big data and technology.

## CONTACT

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## WORK EXPERIENCE

### **RECIPE Unlimited Corporation**

2017 – Present (~ 6 years)

#### **Predictive Analytics**

Achieved year-over-year annual revenue growth targets (▲ ~\$36MM) and new store opening unit count for the restaurant development team. Servicing **20+** iconic Canadian restaurant brands, developed their individual strategic real estate road map by architecting and building a mapping analytics solution. Designed & engineered various regression models to forecast 1<sup>st</sup> year sales targets with an accuracy rate of **90%**.

#### **Business Intelligence & Reporting Analytics**

Achieved ~\$15MM in rent savings by playing a key role in developing a data pipeline and reporting application to monitor sales impact & loss as a result of mandated dining room closures during the COVID-19 emergency lockdown period. Assisted in managing the rent subsidy application for **900+** locations across **10** provinces.

#### **Cube Modeling & Data ETL Pipeline**

Engineered **OLAP cubes** for Brand operations and marketing teams - providing a one-stop-shop self-serve data analytics product for **100+** associates. Democratizing data and putting power in the hands of end users to allow them to fulfill curiosity. Denormalization and data transformation done in **BigQuery** with aggregation, KPI calculation, data governance achieved in **Looker**.

Managed companies cloud data warehouse, helping engineer ETL pipelines to perform **80+** scheduled jobs and stored procedures to transform various formats of raw data into production-level datasets fit for consumption.

## EDUCATION

### **University of Toronto**

2012 – 2017

*Honors Bachelor of Science*

Double Major – Mathematics & Statistics