

# Anish Rao

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**Professional Summary:** Data-driven Business Analyst and Software Engineer with 2.5+ years of experience in the software industry and a strong foundation in Business Intelligence (BI). Expertise in translating complex stakeholder requirements into actionable visual strategies using Tableau, Power BI, and SQL Server. Proven ability to bridge the gap between technical engineering teams and commercial decision-makers to drive operational efficiency and business growth.

## Skills & Expertise

- **Strategic Analysis:** Requirements Elicitation (BRDs/FRDs), User Stories, Agile/Scrum, Stakeholder Management.
- **Data Science & BI:** Tableau, Power BI, SSRS, SSIS, Explainable AI (SHAP), Predictive Modeling (Churn).
- **Technical Engineering:** Python, SQL, C#, .NET, AWS S3, Azure DevOps, Data Warehousing (Star Schema).
- **Operations:** Cross-functional Collaboration, Process Automation, Performance Benchmarking.

## Research & Projects Undertaken

### Cross-Industry Churn Prediction & Explainable AI (M.Sc. Research)

- Evaluated ML frameworks to identify at-risk customers in B2B Telecom and B2C Insurance sectors using Python.
- Utilized **Explainable AI (SHAP)** to identify causal drivers of churn, presenting ROI findings of targeted interventions vs. broad acquisition costs to advise on proactive retention strategies.

### NYC Taxi Operational Intelligence & Data Warehousing

- Designed an end-to-end BI pipeline with a Star Schema and automated ETL (SSIS) to optimize resource allocation.
- Developed Tableau dashboards and SSRS reports for 9 stakeholder groups, focusing on profitability and trip efficiency.

### FIFA Recruitment & Performance Dashboard

- Engineered a 5-visual dashboard in both Tableau and Power BI to support scouting and contract decisions.
- Conducted a critical comparison of BI tools to advise on organizational platform selection based on UI/UX flexibility.

## Education

- **M.Sc. Data Analytics** | Dublin Business School, Ireland | Jan 2025 – Jan 2026
- **B.Tech Computer Science** | Amity University, India | 2017 – 2021
- **Certifications:** McKinsey Forward (Leadership & Problem Solving), IBM Business Analyst Professional, Google Data Analytics Professional, Tableau Advance, Statistics for Data Science and Business Analytics (Udemy), Python Certification (NPTEL)

## Professional Experience

### Customer Advisor

B&Q, Dublin | May 2025-Present

- **Stakeholder Interaction:** Manage high-volume interactions (60+ clients daily), translating customer needs into technical product requirements and material specifications.
- **Operational Excellence:** Collaborate within a multi-disciplinary team to maintain 95%+ stock compliance and ensure seamless workflow during peak periods.
- **Problem Solving:** Utilize technical expertise in paint-mixing, timber/lino cutting, and equipment troubleshooting to maintain a near-zero error rate in custom orders.

### Software Engineer

TestingXperts (Client: DraftKings) | Oct 2021 – Jul 2024

- **Technical Liaison:** Acted as the primary bridge between Product Owners and engineering teams, translating casino business requirements into functional features and reliable service architecture.
- **Full-Stack Development:** Enhanced iOS applications for DraftKings and Golden Nugget, implementing new features and resolving critical bugs while adhering to enterprise coding standards.
- **Automation & DevOps:** Developed custom Python scripts to automate On-Demand Resources (ODR) integration; managed deployments to Amazon S3 via Octo, reducing deployment cycles by 20%.
- **Backend & SQL Optimization:** Spearheaded maintenance of backend services, optimizing SQL queries and introducing new functions that improved performance across Web, iOS, and Android platforms.
- **CI/CD Management:** Managed the end-to-end build lifecycle using Azure Pipelines, configuring automated builds and TestFlight deployments to facilitate rapid, stable production releases.

## Technical Skills

- **Analytics & BI:** Tableau, Power BI, SSRS, SSIS, MS Excel, RapidMiner (AI Studio).
- **Data Storage:** SQL Server (SSMS), MySQL, Neo4j (Graph DB), Apache Spark, Star/Snowflake Schema.
- **Programming:** Python, SQL, R, Julia, C#, .NET, Django, HTML, CSS
- **Cloud & DevOps:** Git, JIRA, Azure, AWS, Docker, DataDog
- **Languages:** English, Hindi, Punjabi, Kannada, Spanish