

# BALAJIGOWDA HS

New York, NY    balajigowdahs04@gmail.com    linkedin.com/in/balajigowdahs    Portfolio    (571) 277-3324

Data and insights professional specializing in validating proprietary and public data against real-world KPIs to deliver clear, decision-ready insights. Experienced in translating complex datasets into narratives that highlight trends, limitations, and business impact for stakeholders and clients.

## SKILLS

**Programming & Analysis:** Python (pandas, NumPy, scikit-learn), SQL, R, STATA

**Statistical Analysis:** Regression, Causal Analysis, A/B Testing, Trend & Variance Analysis

**Data Engineering:** ETL/ELT Pipelines, Data Modeling, PySpark, Snowflake, Airflow

**Analytics & Reporting:** Power BI, Tableau, Excel

**Cloud & Tools:** AWS, GCP, Docker, Git

**Certifications:** Azure Data Scientist Associate, Google Analytics

## PROFESSIONAL EXPERIENCE

### Rebecca Everlene Trust Company

Mar 2025 – Present

*Data Analyst*

Dallas, TX

- Implemented automated **SQL-Python workflows** to ingest and reconcile multi-source financial datasets, reducing manual data preparation time by **40%**.
- Developed **semantic data models** to track **5+ funding-cycle and performance indicators**, providing critical financial context for executive decision-making.
- Streamlined spreadsheet workflows into **automated ELT pipelines in Snowflake**, improving auditability and accelerating reporting cycles by **19%** for senior leadership.
- Identified and resolved **10+ recurring data anomalies** in collaboration with business stakeholders, strengthening data quality and reporting reliability.

### The George Washington University

Aug 2024 – Dec 2024

*Research Assistant – Economic Analytics*

Washington, DC

- Engineered **multi-year panel datasets** by merging and standardizing **5K+ public records** using Python to support large-scale economic analysis.
- Evaluated relationships across **10+ economic and performance variables** to identify key drivers influencing observed trends.
- Conducted **trend analysis** across **8+ indicators** to surface structural and temporal patterns.

### FI Consulting

Jan 2024 – May 2024

*Data Analyst (Capstone)*

Washington, D.C

- Analyzed **16M+ government-reported HMDA records** using **Python and SQL** to evaluate lending patterns and performance drivers at national and regional levels.
- Performed **data validation and benchmarking** against publicly reported metrics across **6+ demographic segments** to assess consistency and bias.
- Delivered **concise analytical summaries** to support evidence-based decision-making for stakeholders.

### Fortune Spiritz

May 2022 – Jul 2023

*Data Analyst*

Bengaluru, India

- Designed **Power BI dashboards** tracking revenue, demand, and distribution metrics, improving planning.
- Automated **SQL-Python reporting workflows**, reducing manual effort by **19%** and improving metric reliability.
- Examined pricing, demand, and inventory patterns to identify inefficiencies and support data-driven operational decisions.

## EDUCATION

### The George Washington University

Aug 2023 – Jan 2025

*Master of Science in Business Analytics*

Washington, D.C

### Dr Ambedkar Institution of Technology

Jul 2018 – Aug 2022

*Bachelor of Technology in Mechanical Engineering*

Bengaluru, India

## RELEVANT PROJECTS

### Apple Maps Experience Intelligence (Python, NLP, Analytics)

- Analyzed Apple Maps user feedback to identify recurring experience pain points, surfacing patterns that affected navigation quality and content discovery.
- Applied sentiment analysis and text feature extraction to categorize user-reported issues and track trends by feature type.
- Built visual summaries to clearly communicate insights and support data-driven recommendations for improving user experience.

### Customer Usage Behavior Insights (Python, Analytics)

- Investigated customer usage and behavioral data to understand why engagement and outcomes varied across cohorts, surfacing patterns not visible in aggregate metrics.
- Identified distinct behavioral segments linked to adoption, usage intensity, and downstream results, highlighting where expected behavior diverged from reality.
- Translated segmentation findings into clear, data-backed insights and recommendations to inform prioritization, targeting, and experience optimization decisions.