

Rahul Sethi

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EDUCATION

The University of Texas at Dallas

July 2020

M.S., Business Analytics

University of Delhi

May 2016

B.A. Honors, English Literature

CERTIFICATIONS & TECHNICAL SKILLS

Certifications: Base SAS 9, SAS PM with EM-13, MITx 15.071(The Analytics Edge)
Techniques: Linear/Logistic Regression, Bag of Words, k-Means, Hierarchical, Data-Cleaning, ETL
Programming: C, R, SAS, Python
Software: Tableau, Git, Rstudio, SAS Studio, MS Excel
Databases: MySQL, MongoDB

BUSINESS EXPERIENCE

TRIAD Technologies Pvt. Ltd., New Delhi, India

August 2016 – June 2018

Lead Business Analyst

- Mitigated decline of sales for a \$500+ billion ecommerce company by analyzing offline product sales and recommending a staff incentive structure based on clustering and segmentation.
- Reduced Time-To-Live (TTL) for new modules by developing standardized Process Discovery Questionnaires (PDQs) which reduced the communication gap between client and development team.
- Mitigated end-user issues by 40% (overall count) in 3 months, through Root Cause Analysis.
- Restructured Business Development wing to accommodate both the Product Business and Custom Solutions Business – generated \$23000 in revenue at an expense of \$5000 in first 6 months.

TRIAD Technologies Pvt. Ltd., New Delhi, India

January 2015 – July 2016

Independent Consultant

- Executed 4 Projects, generating \$1600 collectively.
- Built and deployed a logistic regression model based on data for past 3 quarters and targeted the top 60% dealer population. Model increased conversions by 30% for Canon India Printer division.
- Collected data for 10000 retailers across India, in 30 days with 4 resources.

COMPETITIONS, LEADERSHIP EXPERIENCE & ORGANIZATIONS

University of Texas at Dallas – Various

September 2018 – Present

- Raised \$6000 of the target \$30000 for a Scholarship aimed at Students in Recovery
- Reached out to 7000 out of a targeted 15000 students with information about Recovery on campus
- Identified and Interviewed experts for an in-depth Data-Analytics newsletter

Being The Cure – Co-founder

May 2015 – Present

- Conceptualized an initiative to work with destitute children at Railway Stations, bringing down the Monthly Juvenile crime rates from 60 to 5, across 2 years.
- Streamlined and Structured the initiative into a scalable model, which is being used with children in New Delhi, India and London, England.

ADDITIONAL INFORMATION

Languages: English(Fluent), Hindi(Fluent), Punjabi(Conversational)

Eligibility: Eligible to work in the U.S. for internships and for full-time employment for up to 36 months without sponsorship.