Rahul Arya

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New Delhi, India

SUMMARY

Continuous Learner with 4+ years of experience in healthcare data operations and predictive analytics. Expertise in Excel, Power BI, Python, SQL and statistical modelling to transform complex datasets into actionable insights for optimized decision making.

EDUCATION

Master of Operational Research (MOR)
New Delhi, India
Hindu College, University of Delhi; CGPA: 7
June 2023 – May 2025
Relevant Coursework: Statistics & Econometrics Modeling, Financial Analytics, Marketing Research, Machine Learning

Bachelor of Computer Application (BCA)
New Delhi, India
Mohyal Educational & Research Institute of Technology, IGNOU; CGPA: 7.2
June 2020 – May 2023

SKILLS & ABILITIES

- **Programming:** Python (Pandas, NumPy, Seaborn, Scikit-Learn, Matplotlib), SQL, VBA
- **Tools/Software:** MS-Excel Advanced, Power BI, SPSS, SAS, Tableau, MS-Office, MySQL, GitHub
- **Analytics:** Machine Learning, Statistical Analysis, A/B Testing, Data Cleaning & Wrangling, Data Visualization
- **Soft Skills:** Problem-Solving, Stakeholder Management, Communication, Leadership, Critical-Thinking, Research

WORK EXPERIENCE

Research Team Lead – Data Operations | Max Healthcare | Saket, New Delhi | September 2019 – September 2023

- Collected, cleaned, and validated large-scale surveillance data using **Excel**, ensuring high data integrity through rigorous **QA/QC** and governance protocols.
- Designed and delivered monthly **Power BI** and Excel dashboards on data quality and performance, equipping central teams and funding stakeholders with actionable insights enabling data-driven operational solutions and strategic decisions.
- Developed **standardized Excel workflows** and reporting templates, improving data consistency and **reporting efficiency by 10%**
- Streamlined field operations by troubleshooting data-related and technical challenges, contributing to a **5% cost reduction**.
- Managed secure data transfers to cloud servers and ensured timely data availability for analysis and reporting.

PROJECTS

Patient Satisfaction Analysis & Strategic Insights | Max Hospital Market Research
View Project
- Conducted structured marketing research survey with **384** patients to evaluate satisfaction levels across services at Max Hospital.
- Designed Questionnaire, collected data and performed **Exploratory Data Analysis (EDA)** identified **likelihood of Revisit**.
- Performed **Factor Analysis (PCA, Varimax rotation)** using SPSS, extracting **4 key factors**: Staff & Service Efficiency, Administrative & Record-Keeping, Facility & Equipment Quality, and Staff Behavior & Waiting Time.
- Developed a **SWOT analysis** integrating factor insights; provided actionable recommendations for enhancing patient satisfaction.

A/B Testing & Ad Conversion Forecasting | Marketing Analytics
View Project
- Conducted A/B testing with t-statistics on 1,000+ daily ad records; identified Facebook ads delivered **28% higher conversions** than Google AdWords, leading to budget reallocation towards Facebook ads because of high-ROI channels.
- Identified ROI and correlation via EDA, identifying Facebook's **28%** higher average conversion rate and superior ROI consistency.
- Forecasted ad conversions from clicks using a Linear Regression model (81.5% accuracy), enabling precise campaign planning and optimizing ad spend towards high-performing channels.

Sales Report Dashboard
View Project
- Developed interactive Power BI dashboards with visualizations showcasing daily/monthly order **trends**, Sales by category/size, and **top 5 / bottom 5** performing pizzas, validated with SQL Query.
- Identified the top 5 best-selling pizzas, contributing to **$20M** in sales, and achieved **13.2%** month-over-month sales.
- Performed ETL and EDA using **DAX Query** and built KPIs to provide end-to-end business intelligence solutions.

CERTIFICATES

Introduction to Data Science – Cisco (Issued : 2025) | Certificate
Data Analytics Essentials – Cisco (Issued : 2025) | Certificate
Python Basic – HackerRank (Issued: 2024) | Certificate
Bioinformatics for biologists- an intro Linux, bash Scripting and R - FutureLearn (Issued: 2021) | Certificate