

Kruti Ray

+1 (682)-344-1692 | Dallas, TX(Open to Relocate) | raykruti08@gmail.com | [LinkedIn](#) | [Portfolio](#) | [Github](#) | [Leetcode](#)

Analyst with 3+ years' experience in product & business analysis, KPI reporting, and stakeholder engagement. Skilled in SQL, Python, Excel, and BI tools, with a proven record of automating workflows, building executive dashboards, and delivering insights that improve accuracy, efficiency, and business decisions.

EDUCATION

Webster University

Master of Information Technology Management (ITM)

San Antonio, Texas

Sept 2024 – Dec 2025

- **GPA:** 3.78/4.00 | **Courses:** Systems Analysis & Design, IT Security, Project Management, Organizational Behavior

University of Texas at Arlington (UTA)

Master of Science in Business Analytics (MSBA)

Arlington, Texas

Sept 2023 – Aug 2024

- **Courses:** Business Intelligence, Data Warehousing and Data Mining, Evidence Based Management, Accounting, Python

SKILLS & INTERESTS

- **Skills:** Python(Pandas, NumPy, scikit-learn, Matplotlib, Seaborn), DAX, KPI Design, SQL, Data Storytelling, R
- **Certifications:** Generative AI into Business Strategy, Marketing Analytics, Sales: Analytics-Driven Storytelling, Advanced Excel, Tableau, Data Analytics, DELOITTE Australia – Data Analysis Job Simulation

PROFESSIONAL EXPERIENCE

Central Library - University of Texas, Arlington (UTA)

Arlington, Texas

Graduate Student Associate

Jan 2024 – Aug 2024

- Analyzed survey data from 1,200+ students each semester, automated OER workflows, and delivered reports that boosted adoption by ~15% and supported \$250K+ funded initiatives. (Excel, Data Extraction, Data Automation)
- Drafted MOUs streamlined outreach to 2,000+ contributors, and resolved integration issues, cutting downtime by 30% and improving user satisfaction. (Technical Writing, Stakeholder Engagement, Systems Integration)

Think & Learn Pvt. Ltd. (BYJU'S) - Senior Business System Analyst

Bangalore, India

BYJU'S – India's leading global EdTech company.

Sept 2021 – Dec 2022

- Led Salesforce CRM implementations across 5+ business units, streamlining operations and enhancing collaboration across Sales, Service, and Experience Clouds. (CRM, Business Analysis)
- Migrated 250K+ customer records with 99.8% accuracy and built 15+ dashboards, boosting data-driven decision-making efficiency by 35%. (Data Migration, Tableau/CRM Dashboards)
- Trained 200+ end-users and executed UAT with 500+ test cases, achieving 98% defect resolution and driving 40% adoption growth within 2 months. (UAT, Training, Change Management)

Think & Learn Pvt. Ltd. (BYJU'S) - Product Analyst

Bangalore, India

BYJU'S – India's leading global EdTech company.

Dec 2019 – Aug 2021

- Automated manual processes in LeadSquared and Excel, improving accuracy and saving 8+ hours per week, while optimizing workflows to accelerate product release cycles by 10%. (Process Automation, Workflow Optimization)
- Designed and delivered 15+ dashboards in Power BI and LeadSquared, enabling leadership to make data-driven decisions and reduced reporting errors by 80%. (Analytics, Data Visualization)
- Conducted market research, competitor analysis, and A/B testing, leveraging insights to increase feature adoption by 15% and shape the product roadmap. (Product Strategy, A/B Testing)

PROJECTS

Retail Sales Performance Analytics (Tableau & SQL)

- Analyzed 10k+ orders to uncover low-margin products, underperforming regions, and discount leakage; built an interactive Tableau dashboard that guided pricing and promotions to improve margin.
- Engineered calculated fields (price/discount/profit integration) and cohort views; packaged insights as an executive “one-glance” performance board.

Data Warehouse & BI Implementation (AWS Redshift + ETL)

- Designed a star-schema (Sales Fact; Product/Customer/Date dimensions) and stood up ETL to Redshift; standardized 4 siloed sources and enabled daily KPI reporting in Tableau, reducing data prep by 30%.
- Delivered governed data models and metadata that cut ad-hoc prep time by 6-8 hours per week and improved reproducibility of weekly executive metrics.

LEADERSHIP & EXTRACURRICULAR ACTIVITIES *January 2024 – Present*

- Member of **Women's in Data(WiD)**, **DataTalks Club**, **Open Climate Fix**, **KnowHax**, **Women in DataScience(WiDS)**.
- Served as **Judge** for the **2025 COVID Information Commons Student Paper Challenge (CIC SPC)**, evaluating research papers and providing constructive feedback to student participants.