

Rashmi Umalkar

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EDUCATION

The University of Texas at Dallas- *M.S., Information Systems*

May 2017

Nagpur University - *B.S. Engineering, Electronics & Telecommunication*

May 2013

TECHNICAL TOOLBOX

Analysis tools : Data Studio, Looker, jupyter notebooks, Tableau, Amplitude

Programming : SQL, Python (statistics, regression, pandas, scikit-learn), DBT

Databases: BigQuery, MySQL, AWS-postgres

Other: Github, VScode, Airflow, Segment, CRM tools, Google slides, Confluence

BUSINESS EXPERIENCE

AWS (Kumo analytics), Bellevue, WA

Jun'24 - Present

Business Intelligence engineer | (L5), Kumo analytics, AWS support

- Identified cluster available with lower query run times, and proposed to migrate existing load jobs to that cluster
- Successfully migrated 42% of jobs to the newly identified efficient cluster to reduce run times and improve page0 metrics' jobs availability

Postman Inc, Remote

Senior Product Analyst, Developer productivity, Growth Analytics

Nov'22 - Oct'23

- Drove product innovation efforts and experimentation measurement on newly introduced **LLM based feature** to improve 'http request creation rate' and 'activation rate'
- Improved '**Team join rate**' by 2% by improving new user onboarding flow (3 experiments)
- Prioritized product feature improvement by determining positive predictive variables for **Month2 retention**; built a lasso regression to determine variable coefficient weights in python (jupyter notebooks)
- Designed and owned key **Growth metric pipeline** in DBT and scheduled models in airflow for dashboards, set alerting on specific metric thresholds in Looker, reported on weekly usage metrics

MongoDB, New York- San Jose CA(Remote)

Senior Product Analyst, Developer productivity, Growth Analytics: Atlas Product Growth

Nov'21- Nov'22

- Owned Atlas activation funnel experiments, feasibility, pre-analysis, power analysis and lift analysis supporting product in decision making around key features optimizing the Paid Tier conversion rates.
- Presented Weekly business metrics insights (highlights and low lights) from the user funnel and growth dashboards
- Improved **Paid Tier conversion rate by 6%** by upgrade CTA experiment and Pricing plan page changes experiments
- Enhanced database connection panel and cluster config modal, and hence improved **developer aha moment by 2%** (2 experiments), improved **non-team developer activation rate by 1%** due to improvements in the early data loading and sample MQL snippets changes.

Flipboard, New York

June'17- Nov'21

Analytics Manager, Product growth

- **Hired, Onboarded, mentored** new analysts and managing weekly tasks of analytics team, prioritizing based on OKR's
- Established model review process with Data engg (DBT deployment) and upskilled analytics team in programming
- Lead planning, decision making for selection of **reporting and Viz tool**, assessing the use cases and long-term costing.

Senior Analyst, Analytics and Business operations – Ad product and revenue

- Accelerated ecommerce **revenue 12% MoM**, determining positive predictive variables by building lasso regression
- Owned dashboards and reporting pipelines for **FlipboardTV product**, supporting opportunities in improving completion rates and subscription revenue by 8% QoQ

Business Data Analyst, Analytics- Content and User engagement Growth

- **Managed** tasks of data engineer consultant, including technical/functional roadmap,prioritization,code review.
- Consulted and supported external Publisher clients (The Washington Post, WSJ etc) in formulating Flipboard strategy for content delivery (email /magazine) based on user insights.
- Built external reporting for publishers and advertisers and improved **health content CTR by 2%**

Cognizant Technology solutions, Pune, India

Jan'14 - June'15

Programmer Analyst – ETL/ BI Development (client- Merck Pharmaceuticals, life sciences business unit)

- Optimized the queries for better dashboard performance and reduced report page navigation, increasing load speed by 8%. Built Sales and revenue reporting using IBM Cognos for Merck Pharmaceuticals client
- Collaborated with Business on transforming ETL's, prepared mappings using Informatica