

# Nitish Raj

Luxembourg, LU • [raj\\_nitish@outlook.com](mailto:raj_nitish@outlook.com) • [linkedin.com/in/nitish-raj](https://www.linkedin.com/in/nitish-raj) • [github.com/nitish-raj](https://github.com/nitish-raj)

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## Data/Analytics Engineer Summary

- 8+ years' experience in Python, ETL processes, SQL, and AWS with a track record of setting up foundation for analytics, data modeling, and developing KPIs for strategic business decisions.
- Demonstrated success in improving data pipeline efficiencies, optimizing algorithms, and reducing deviations by >20%, saving the equivalent of 3+ full-time resources.
- Skilled in data visualization, dive deep analysis, and statistical modeling. Achievements include recovering \$7M+ in product revenue and boosting customer retention by >10% by developing strategic marketing campaigns.

## WORK EXPERIENCE

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### Amazon, Luxembourg

08/2018 – Present

#### Senior Business Intelligence Engineer

- Hands on experience in data modeling, integration testing, documentation, and CI/CD using AWS development resources and Amazon's internal tools resembling dbt, GitHub, and GitHub Actions.
- Implemented robust ETL processes and data modeling for Amazon's internal API and developed WebApp using Python & AWS, which improved throughput by >50% for 200 FTEs and laid the foundation for comprehensive analytics.
- Orchestrated the end-to-end AWS machine learning pipeline and optimized algorithms, improving true positive rates from 6% to 20%, reducing standard deviation by >20%, and conserving an equivalent of 3+ FTEs.
- Collaborated across 6+ business teams to establish 40+ KPIs, developed and monitored data pipelines in Tableau, identified discrepancies, and facilitated strategic planning, improving the reporting interval from 10 days to 1 day and recouping \$7M+ through proactive false negative tracking.
- Implemented a multilevel metrics monitoring system for behavior analysis and established an effective feedback loop, reducing critical escalations by >60%.
- Established core KPIs to drive enhancements and support the launch of new features in supply chain simulation systems, while actively collaborating with cross-functional teams to conduct in-depth analyses for data deviations, aiding in agile planning for future operations.
- Contributed to team expansion and development through 100+ technical interviews and providing ongoing professional mentorship.

### Mu Sigma Business Solutions Pvt Ltd, India

07/2015 – 07/2018

#### Decision Scientist (Consultant)

- Engineered machine learning models for precision-targeted marketing campaigns, leveraging the Net Promoter Score (NPS) and customer behavior data, resulting in an impressive >10% improvement in customer retention rates.
- Promoted a data-led strategy for multi-channel attribution, identifying high-yielding customer journey channels and optimizing spend, resulting in an average 8% reduction in customer acquisition costs.
- Established critical KPIs for comprehensive pre- and post-value-add analysis and implemented A/B testing for credit card offers, enhancing operational efficiency through automated reporting in Tableau.
- Executed time-series analysis to classify transactions and isolate anomalies, providing decisive insights through Tableau visualizations.
- Designed an innovative data architecture for tracking European market spending and transaction metrics, successfully navigating the complexities of unstructured and multilingual data using Qlik and SQL.

## EDUCATION

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### Bachelors of Engineering in Computer Science

09/2011 – 05/2015

Siddaganga Institute of Technology, Karnataka, India

## SKILLS

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**Tools:** Docker, Git, dbt, SAS Miner, Terraform | **Programming:** Python, R, SQL, PySpark, SAS | **Cloud:** AWS (Lambda, EC2, Sagemaker, S3, RDS, Glue, Elastic Beanstalk, SNS, CloudWatch, DynamoDB, Route 53, CDK), GCP (BigQuery, Compute Engine, Cloud Storage), Databricks, Snowflake | **Business Intelligence:** Tableau, QuickSight, Qlik, Metabase, Looker, Power BI | **Languages:** English (Fluent) , French (Basic – A1)