Rohan Agrawal

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EDUCATION

University of Illinois at Chicago — Chicago, IL
Master of Science in Management Information Systems — **2022 - 2024**
- **Relevant Coursework**: Statistics, Database Management, Data Visualization, Time-Series, Project Management
- **Tutor:** Guided 10 students to achieve A grade in Data Analysis (IDS237) and Decision Analysis (IDS446).

Manipal University Jaipur — Jaipur, India
Bachlor of Science in Information Technology — **2017 – 2021**
- **Relevant Coursework**: Database Management, Statistics, Probability, Macro & Microeconomics, Software Lifecycle
- **TEDx**: Led marketing & logistics teams, coordinating efforts of 20 volunteers to drive 30% increase in event attendance.

WORK EXPERIENCE

HappiLabs (Capstone, University of Illinois) — Chicago, IL
Data Analyst — **Jan 2024 - May 2024**
- Organized, cleaned, and analyzed ecommerce data to improve data driven decision making by 30%.
- Forecasted sales using **time-series analysis** to achieve 83% accuracy and $100k profit margins in warehouse operations.
- Set up automated dashboards to track and report supply chain KPIs, saving over 1200hrs annually in logistical efficiency.
- Led a team of 5 to implement marketing research and SEO, resulting in a 20% increase in online presence and web traffic.

University of Illinois — Chicago, IL
Graduate Teaching Assistant (IDS 207/367: Business Statistics I/II) — **Aug 2022 - May 2023**
- Collaborated with instructors to guide 200 students on methods of **statistical analysis** in R, Excel, SPSS, and Tableau through lectures and assignments, resulting in 20% improvement in class-average grade.

RattanIndia Enterprises — New Delhi, India
Business Analyst Intern — **Jan 2022 - May 2022**
- Collaborated with cross-functional teams to create and implement **promotional strategies**, conducted A/B testing resulting in a 15% increase in conversion rates for **Amazon India**'s largest retailer.
- Performed K Means customer segmentation on 1TB POS data to identify profitable products and strategic partnerships that led to $250k revenue boost.
- Automated and presented live sales KPI monitoring Tableau dashboards to stakeholders, to improve reporting efficiency.

Prasadsons — India (Remote)
Business Analyst — **Jun 2021 - Jan 2022**
- Developed **Tableau** dashboard to track logistics and financial KPIs, reducing annual shipping costs by $80k.
- Managed the pricing decisions and logistics for purchase orders of the EU market, **managing $250k** inventory.
- Automated procurement operations by consolidating vendor & manufacturing data to boost decision-making by 20%/

National Informatics Centre — India (Remote)
Data Analyst Intern — **Feb 2021 - Jun 2021**
- Implemented ETL on national healthcare data using SQL and Python to improve reporting and decision-making by 25%.
- Developed Tableau dashboard to track the rise and spread of COVID-19 in India, presenting KPIs to stakeholders facilitating government healthcare policies.
- Researched and compared facial-recognition systems such as **HoG, CNN**, using **Python** achieving 80% accuracy.

Manipal University Jaipur — Jaipur, India
Research Assistant — **Jan 2021 - Jun 2021**
- International publication in Springer Series on developing a content-based music recommender with F1 score of 0.87.

SKILLS

Analytical: Python (numpy, pandas, seaborn, sk-learn, keras), R (dplyr, data.table, ggplot2, tidyverse, caret, cluster), SQL
Tools: Tableau, Power BI, Advanced Excel, IBM SPSS, Microsoft Office, PowerPoint, Git, Google Analytics, RapidMiner
Domains: A/B testing, Stakeholder communication, Reporting, Statistics, Time series, Hypothesis testing

PROJECTS & CERTIFICATIONS

- **Retail demand forecasting:** Time-series analysis in using ARIMA and SARIMA to achieve 90% sales prediction accuracy.
- **Loan default prediction:** Developed a classifier using statistical analysis and algorithms like **Random Forest** & **XGBoost** on credit history data.
- **Profit analysis:** Cleaned data and optimized profit & ROI of a mailing campaign using **logistic regression, CHAID & neural nets** in **R**.
- **Marketing Funnel:** Analyzed a marketing campaign to track conversion rate from landing page using Excel and Tableau.
- **Sales Analysis:** Comprehensive dashboard tracking sales, shipping and financial KPIs of a multinational retail store.