

# Raj Pravin Rajendran

Digital Analyst | Data Scientist | Data Analyst | Insight Analyst | Business Intelligence | Marketing Analyst

Used **Google Analytics**, **GTM**, **PowerBI** and **Looker ML** to analyze marketing and website performance, making improvements. Wrote **complex SQL queries** and **Python scripts** for more accurate data analysis. Have **7.5+ years** of experience handling complex data in **E-commerce**, **Marketing**. Capable of using data-driven strategies to generate **KPIs** and **insights** for improving business performance.

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## WORK EXPERIENCE

### Business Intelligence Consultant

VML MAP - Client IKEA

08/2024 - Present

London, United Kingdom

#### Achievements/Tasks

- Extracted and organized data from **Salesforce** in **Power BI** using **Power Query** and **DAX**. Created clear and useful reports that met client needs and helped improve decisions, resulting in a **€400K** increase in campaign conversions.
- Developed automated **SQL scripts** to transfer campaign data from **Google Cloud Storage** to **BigQuery**, ensuring seamless data ingestion and table creation. Scheduled the query to run every Friday, eliminating manual intervention and reducing effort by **12 hours** per week, effectively saving **headcount costs**.
- Conducted in-depth **A/B testing** analysis for email campaigns, optimizing customer segmentation and personalization strategies. This data-driven approach enhanced targeting accuracy, resulting in a measurable revenue uplift of **10%** and increased customer engagement.
- Created a script in **dbt** that reduced processing time and storage usage in **BigQuery** for the **IKEA Family Dashboard** project, lowering data size from **45TB** to **32TB**.

### Business Intelligence Analyst

Liberty Global

10/2022 - 08/2024

London, United Kingdom

#### Achievements/Tasks

- Extracted Data from **2+ sources** by writing **SQL** and converted them into one combined source for reporting purposes using **ETL**, **Google cloud run techniques** and built automated Business intelligence dashboard in **looker ML**, saving **2 FTE** of manual reporting work.
- Pioneered the adoption of **GCP (Google Cloud Platform)** within the company for more effective marketing reporting.
- Executed landing page form optimisation utilizing **A/B testing** and KPI analysis to decrease drop off by **14%**, increasing conversions

### Senior Data Catalog Associate

Amazon

09/2016 - 09/2021

Chennai, India

#### Achievements/Tasks

- Performed efficient feature engineering on a dataset with **148 columns** using Python libraries, including NumPy, Pandas, and Seaborn. This optimization reduced model training time from **1 hour** to **35 minutes**.
- Applied "**Market Basket Analysis/Association rule mining**" on a large customer data to discover the patterns for bundle packing which helped in increasing the sales to **17%**.
- Analysed **30000+** responses to a consumer feedback to evaluate brand perception and given feed back to the vendor to improve the quality of the product which decreased the negative comments from **60% to 23%**.
- Built a **recommendation model** on book products which increased a sale by **8%**.

## EDUCATION

### MSc. Data Science

University of Westminster - 7.9 GPA

09/2021 - 09/2022

London, UK

## SKILL SET

PROGRAMMING LANGUAGES - Python, SQL ,R

DATA VISUALIZATION - Tableau, Seaborn, Quicksight, PowerBI - power query, DAX and Looker

ANALYTICS - Google Analytics, Excel, Looker, Tableau, Firebase Analytics, A/B Testing.

Account Based Marketing, Affiliate Marketing, Email Marketing, SEO, Google Tag Manager.

LIBRARIES/TOOLS - Numpy, Scipy, Pandas, Scikit-learn, Keras, Tensorflow

AWS - S3 , redshift, Quicksight

Data Transformation: DBT (data build tool)

GCP - Big Query,Vertex AI, DOC AI, Google cloud functions, Looker, LOOK ML, GA4, GTM

Version Control: Git (GitHub), Linux/OSX command line

## GLOBAL PROJECTS

Vendor Compliance - Dispute Reduction:

- Channelizing and categorizing vendor errors during the time of shipment. This effort lead to \$60K savings annually across all market regions.

Title Guidelines

- Have fixed the title style gate issues for few product lines, which reduced the overall work inflow by 13% of the title update issues across US market place

Removing the invalid data from the product description on Amazon catalog page using python:

- Finding and replacing the invalid data from the detail page via python and this project helped in head count savings of 3.17

Sentiment analysis of Mobile Phones brands:

- Performed NLP based Tokenizations, lemmatization,Vectorization and processed data in Machine understandable language and designed Ensemble technique algorithm for data analysis to determine sentiment polarity of the data set.

Recommendation system for Books department

- Implemented a User-Item based recommendation system on the application which recommends optimal options to users based on the history data using Pandas library.

Machine Learning for Mobile Phones brands:

- Using the NLTK library and Natural Language Processing (NLP), I decreased the return rate for the BLV brand (Mobile phones) from 9.2% to 4%. Furthermore, I developed a decision tree machine learning model to forecast customer sentiments, achieving an accuracy of 93