Raj Pravin Rajendran

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

Used **Google Analytics, GTM, and Looker Studio** to analyze marketing and website performance, making improvements. Wrote **complex SQL queries and Python scripts** for more accurate data analysis. Have **6.5+ years** of experience handling complex data in **E-commerce, Marketing, and Finance Domains**. Capable of using data-driven strategies to generate **KPIs and insights** for improving business performance.

rajpravin12893@gmail.com

07747265013

London, United Kingdom

linkedin.com/in/raj-pravin-rajendran-31899a184

rajpravin1208.github.io

WORK EXPERIENCE

Business Intelligence Analyst
Liberty Global

10/2022 - Present — London, United Kingdom

Achievements/Tasks

- Extracted Data from **2+ sources** and converted them into one combined source for reporting purposes using **ETL** techniques and built Business intelligence dashboard in **looker,** saving **2 FTE** of manual reporting work.
- Used **Power BI, Power Query, and DAX** function for detailed analysis of non-subscribed Leeds customer segment. Applied insights for targeted marketing, yielding an **8% subscription** boost in the identified area.
- Investigated Marketing campaigns across different channels using **Google Analytics 4 and HubSpot** as well-founded Valuable Insights and presented it to higher officials based on Key Performance Indicators that improved the overall performance of campaigns by 11%.
- Connected **Looker to Big Query**, creating dashboards that automated the reporting workload and improved data visualization with a **25%-time reduction**.
- Developed integrations between **Google Analytics, Apple Search Ads, Google Ads, and Big Query** to consolidate data for better decision making leading to a **15% increase** in marketing campaign efficiency.
- Conducted knowledge transfer sessions on Looker for dashboard development and executed **A/B testing** on campaign results using Python, driving **a 20% improvement** in team proficiency.

Business intelligence Engineer
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**.
- Developed a **Tableau dashboard** utilizing real-time data, seamlessly integrated it into the **FC (Fullfilment Center)** warehouse infrastructure, resulting in a substantial enhancement in productivity from **78% to 92%** and a notable improvement in quality metrics, rising from **84% to 97%**.
- 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 - London, 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), Airflow

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

Version Control: Git (GitHub)

GLOBAL PROJECTS

Invoice Matching
Liberty Global
- Utilized **GCP tools (Doc AI, BigQuery, looker), Python, and SQL** to automate invoice-PO matching, which help in reducing **10 positions in a team.**

Add to Cart abandonment Rate
Liberty Global
- Utilised **Google Analytics (GA4)**, **Google Tag Manager(GTM)**, **BigQuery, and Looker** to build a dashboard. This helped decrease the rate at which users abandoned their carts from **32% to 27%**. Results were documented in Confluence.

Recommended System for Books Department
Amazon
- Implemented a content-based recommendation system on the application which recommends optimal options to users based on the history data using Pandas library.
- Applied **Content-based recommendation system** algorithm for the books category which increased in the sale of **8%**.

Website Tracking
Amazon
- Conducted in-depth analysis on **KPIs** such as **click-through rate and conversion rates**, providing strategic recommendations for marketing campaigns that improved the overall performance of campaigns by **11%**.

Removing the invalid data from the product description on Amazon catalog page using python:
Amazon
- Finding and replacing the invalid data from the detail page via Python and this project helped in headcount savings of **3.17 FTE**

Machine Learning for Mobile Phones brands:
Amazon
- Using the **NLTK library** and **Natural Language Processing (NLP)**, I decreased the return rate for the **BLV brand (Mobile phones)** from **19% to 8%**. Furthermore, I developed a **decision tree machine learning mode**l to forecast customer sentiments, achieving an accuracy of **93%**.