

RAJRAJESHWARI GANGADHAR SANGOLLI

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EDUCATION

Master of Science in Business Analytics & Artificial Intelligence (STEM)

August 2023 – May 2025

The University of Texas at Dallas, Richardson, TX

GPA 3.90

Relevant Courses: Predictive Analytics, Causal Analytics & A/B testing, Web Analytics, Applied Machine Learning, Database with SQL

ACHIEVEMENTS

- **Scholar with High Distinction Award**, recognized for exceptional academic achievement and top graduate performance.
 - **Deans Excellence Scholarship Award**, for exceptional performance and innovative contributions in analytics and business strategy.
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SKILLS & COMPETENCIES

Data Analysis and Reporting: SQL (MySQL, PostgreSQL, Snowflake), Excel (Advanced, Solver, Macros), Python, R

Marketing Platforms: Google Analytics, Adobe Analytics, Facebook Ads Manager, Salesforce CRM, HubSpot

Database & Cloud: MongoDB, Hadoop, Spark, Azure

Visualization: Tableau, Power BI, Figma, Google Slides

Certifications: Business Decision Analytics, Salesforce CRM, Google Analytics, Adobe Analytics, Tableau

PROFESSIONAL EXPERIENCE

Aisle Private Limited | Marketing Analyst

January 2023 – August 2023

- Conducted **financial performance analyses** across multi-campaign expenditures, utilizing tools such as Excel and Tableau to identify inefficiencies and recommend ROI-maximizing strategies for resource allocation.
- Spearheaded the development of KPI-aligned dashboards in **Tableau** to track multi-channel marketing performance, supporting campaign strategy for executive-level decision-makers.
- Developed custom frameworks to integrate new calculated metrics into campaign reports, improving insight depth and speed.
- Leveraged **Google Analytics** for web traffic segmentation, user behavior analysis, and funnel optimization, driving improvements.
- Executed **A/B testing** frameworks for 100+ digital ads, analyzing results to improve engagement and refine marketing strategies.
- Led segmentation and funnel analysis using Google Analytics to identify underperforming cohorts and conversion drop-offs.
- Applied **advanced Excel functionalities** (Macros, pivot tables, XLOOKUP, and solver) to perform multivariable analyses.

OVTLYR | Data Visualization intern

October 2022 – March 2023

- Designed impactful visualizations using **Tableau** to convert 10,000+ rows of data into actionable insights and compelling stories.
- Collaborated with data analysts from **IIM, India**, to successfully complete **four projects** across diverse industries, including EV, Banking, and Pharma. Highlighted proficiency in creating actionable data visualizations tailored to industry needs.

Whizflo | Marketing Analyst

September 2022 – January 2023

- Performed healthcare analysis for CMH using **SQL** and **PowerBI** to visualize key insights developing **customer service strategy**.
- Independently designed and developed websites for international startups using WordPress and Figma, integrating data-driven design principles to ensure impactful online presences using tools such as **Google analytics** and **SEMRUSH**.
- Designed and developed websites for international startups using **Bootstrap Studio** and **Figma** to ensure robust online platforms.
- Managed **Meta advertising campaigns** by implementing advanced targeting strategies, conducting **A/B testing**, and analyzing campaign performance to maximize ROI.

Whatsloan Private Limited | Project Manager

December 2021 – August 2022

- Designed **wireframes and data models** to meet client requirements, driving tailored solutions for banking systems used by Union Bank of India and Karnataka Gramin Bank. Facilitated nationwide client interactions to organize meetings and gather requirements.
 - Contributed to **CRM strategy** and roadmap development by identifying performance gaps and proposing measurable KPI solution.
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ACADEMIC PROJECTS

Conagra Brand Market Analysis | Data-Driven Strategy Development

January 2024 - May 2024

- Developed a predictive model using **Python** to analyze category expansion opportunities in retail, providing actionable insights for strategic decision making in product assortment and pricing. Conducted exploratory analysis using **SQL and Python** on large-scale Point-of-Sale data, uncovering key sales drivers and informing product strategy recommendations.

DineWise | Market Research & Product Strategy

August 2024 – December 2024

- Conducted a survey with 250+ university students using **Qualtrics**, uncovering that **63% were dissatisfied** with meal options due to health concerns. Analyzed survey data identifying key trends shaping the product's unique value proposition.
- Developed a **brand strategy**, and created a **budget, go-to-market roadmap**, estimating **first-year revenue and cost**.

Walmart Sales | Data Analysis using SQL

August 2024 – December 2024

- Performed a detailed Exploratory Data Analysis on **100,000+** store data using **SQL** to determine financial impacts and sales trends utilizing **Database design, Joins, Subquery, CTE, Temp Tables and Window functions**. Identified crucial insights such as total revenue generated, best-selling department, temperature, quantity, effect of holidays, potential revenue growth and so on.
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