

Rajrajeshwari Gangadhar Sangolli

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SUMMARY

Detail-oriented **Data Analyst** with 4+ years of experience extracting, transforming, and analyzing large datasets across product, finance, marketing, and operations. Proficient in **SQL, Python, and BI tools** with expertise in building dashboards, conducting statistical analysis, and designing ETL workflows. Adept at turning complex data into **actionable business insights** that **improve efficiency, optimize processes, and support executive decision-making**.

EDUCATION

Master of Science in Business Analytics (STEM)

August 2023 – May 2025

The University of Texas at Dallas, Richardson, TX

GPA 3.89

Relevant Courses: Applied Machine Learning, Causal Analytics, A/B Testing, Predictive Analytics, Econometrics and Time Series, Prescriptive

Achievements: Dean's Excellence Scholarship, Honor with High Distinction, Dean's Council

SKILLS

Analytics & Techniques: KPI Dashboards, A/B Testing, Regression, Forecasting, Predictive Modeling, Time Series, Cohort Analysis, Segmentation, Churn & Retention Analysis, Hypothesis Testing, Applied Machine Learning

SQL Expertise: Joins, CTEs, Window Functions (RANK, ROW_NUMBER, LAG/LEAD), Aggregations, Subqueries, Performance Optimization

Programming & Languages: Python (pandas, NumPy, matplotlib, seaborn, scikit-learn), R, Excel (Advanced)

BI & Tools: Tableau, Power BI, Looker Studio, Google Analytics, Adobe Analytics, Amplitude

Databases & Cloud: MySQL, PostgreSQL, SQL Server, Snowflake, BigQuery, MongoDB, Azure, GCP

Other: Git, Jupyter, Jira (Agile/Scrum)

PROFESSIONAL EXPERIENCE

Student Assistant | University of Texas at Dallas, Texas

Jan 2024 – May 2025

- **Automated staff scheduling** using **Excel macros** and logic-based optimization, reducing mismatches, and saving **10+ hours/week**.
- Analyzed **25,000+ vehicle and access records** with SQL to uncover usage patterns, improving event planning efficiency by **25%**.

Associate, Marketing Analyst | Aisle Private Limited

Jan 2023 – July 2023

- Performed funnel and behavioral analysis using **SQL** window functions and Python (pandas, NumPy) to detect user journey bottlenecks, improving onboarding completion by **12%**.
- Developed interactive **KPI dashboards** in Tableau and Looker Studio, integrating SQL queries to track conversion rates, churn, retention, and session frequency.
- Optimized **SQL queries and data models**, reducing dashboard latency by **30%** and improving cross-team accessibility.
- Conducted large-scale **A/B testing** (100+ variants), improving CPI by **20%**, CPA by **25%**, and CPP by **15%**.
- Built **predictive models** in Python (logistic regression, ensemble methods) with SQL feature pipelines to forecast conversion probabilities.
- Conducted **cohort** and **retention analyses** using **SQL CTEs** and **Python visualization libraries** (matplotlib, seaborn), delivering insights into user lifecycle patterns.

Co-Founder, Strategy, Analytics & Operations | Article1

Jan 2020 – Jan 2023

- Conducted **financial data analysis** on revenue, expenses, and ROI across client projects, designing models that supported quarterly forecasting and capital allocation decisions.
- Combined operational **KPIs with competitor data** to identify growth opportunities, reducing inefficiencies by **25%**.
- Collaborated cross-functionally to implement **pipeline-style reporting** for leadership, improving decision-making speed by **20%**.
- Led **social media analytics**, building dashboards to track engagement metrics (CTR, impressions, conversion) across campaigns; identified high-performing content and optimized spend strategy.

Analyst | Whizflo

Sep 2022 – Jan 2023

- Delivered analytics solutions across 3+ client engagements, spanning healthcare operations and digital marketing optimization.
- Conducted root cause analysis on 60K+ patient records to identify inefficiencies that reduced resolution times by **18%**.
- Designed and ran **A/B tests** with defined significance thresholds to optimize marketing content, boosting lead conversions by **25%**.
- Built **predictive analysis models** to estimate lead conversion probabilities and campaign ROI using logistic regression and ensemble methods, enabling data-driven budget allocation and targeting decisions.
- Developed **classification models** using Random Forests to segment user behavior and identify high-intent interactions, supporting campaign retargeting and prioritization efforts across marketing workflows.

Project Manager | Whatsloan

Dec 2021 – Aug 2022

- Collaborated with stakeholders to define analytics requirements to align solutions with user needs and system capabilities.
- Built **lightweight ETL pipelines** to extract data from submissions, transform for consistency, and load into internal dashboards.
- Used **MongoDB and SQL** to manage and query backend data for 70+ custom client configurations.

PROJECTS

Healthcare Price Data Transparency | Microsoft Azure, Data Engineering

Jan 2025 – May 2025

- Developed a scalable Azure-based data pipeline for healthcare price transparency, automating ingestion of machine-readable hospital pricing files using Azure Functions, Blob storage, and SQL. Transformed raw datasets into queryable formats and built an interactive web interface for data exploration, enhancing public access to hospital cost information and supporting policy analysis.

Credit Default Prediction | Python, Applied Machine Learning

Aug 2024 – Dec 2024

- Built ML models (Logistic Regression, Random Forest, XGBoost, LightGBM) on a 1.1 M-row, 190-feature dataset, achieving 88.8% accuracy, addressing 75:25 class imbalance using SMOTE, and stabilized results with a 5-fold Stratified Cross-Validation. Tuned hyperparameters via GridSearchCV to optimize predictive performance of the model.