

Rajrajeshwari Gangadhar Sangolli

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EDUCATION

University of Texas at Dallas, Texas, USA

Aug 2023 - May 2025

Master of Science - Business Analytics and Artificial Intelligence

GPA: 3.88

Course work: Database Foundations with SQL, Business Analytics with R, Advanced Statistics, Predictive Analytics for Data Science, Prescriptive Analytics with MS Excel, Applied Machine Learning with Python, Big Data, Foundations of Digital Product Management, Marketing Analytics

Awards: Dean's Excellence Scholarship Award

Organizations: Graduate Dean's Council

Dayananda Sagar College of Engineering, Bangalore, India

Aug 2017 - June 2021

Bachelors in engineering, Civil

GPA: 4.00

Relevant Coursework: Engineering Mathematics, Java Programming, Quality Management, Advanced Mathematics

TECHNICAL SKILLS

Programming Languages: Python, R, Structured Query Language (SQL), Java, HTML, CSS, C++

Tools/Software/Skills: Tableau, Microsoft Excel, Azure, Power BI, Oracle SQL, MySQL, NoSQL, Spark, Microsoft Office, Anaconda, Data Processing, Jupyter Notebook, Figma, Google Analytics, Meta Analytics, Spreadsheet, Lucid Charts, Adobe Analytics, DataBase Design and Modeling, Bootstrap studio,

Libraries: Pandas, NumPy, Matplotlib, ggplot2, dplyr, Plotly.

Domain Knowledge: Data Analytics, Business Intelligence, Software development, Quantitative Analysis, Problem solving, Computer Science, Forecasting & Regression, Marketing Analytics, Market Research, Consulting, Growth Analytics

Certifications: Tableau, Python, Excel, Business Analysis, Digital Marketing, UI/UX Designing, Google Analytics

WORK EXPERIENCE

Aisle Private Limited, India, Bangalore

Jan 2023 - July 2023

Associate Growth Analyst

- Utilized sophisticated **data analytics** techniques to create and maintaining extensive datasets, crafting detailed daily, weekly, and monthly reports that helped improve business results by a **remarkable 15%**.
- Executed in-depth financial analysis of corporate expenditures across multiple campaigns, presenting insightful findings and recommending strategic enhancements to **maximize ROI**.
- Conducted rigorous **A/B testing** on digital advertising campaigns, meticulously analyzed performance data, and determined optimal strategies for future marketing initiatives. This resulted in improved audience engagement.
- Monitored **critical KPIs and conducted data analysis** to derive actionable insights and enhance operational efficiency by 12%.
- Utilized **Google Analytics** to monitor web traffic and user engagement metrics, leveraging insights to optimize Ad performance.
- Utilized advanced **Excel** functionalities, including **macros, PIVOT TABLES and VLOOKUPS**, to conduct intricate data analyses.
- Conducted a **competitive analysis using raw data** of top-performing dating applications, leading to the development of campaigns.

OVTLYR, USA, Texas

Oct 2022 – March 2023

Data Visualization (external contractor)

- Crafted impactful visualizations using Tableau and **MS Excel** to transform data into actionable insights and compelling narratives.
- Conducted **Exploratory Data Analysis (EDA)** on an EV fuel consumption dataset to assess the environmental benefits of electric vehicles.
- Developed a data dashboard featuring diverse charts highlighting the top-performing online banks in the U.S.
- Collaborated with esteemed data analysts from **IIM, India**, contributing to four major projects spanning the banking, electric vehicle, agritech, and healthcare sectors.

Whizflo, India, Bangalore

Sept 2022 – Jan 2023

Marketing Analyst

- Single-handedly designed and developed websites for international startups using WordPress and Figma, ensuring robust online presences.
- Managed Meta advertising campaigns, optimizing targeting through meticulous analysis to enhance campaign effectiveness.
- Orchestrated a comprehensive **healthcare analysis** for Chinmaya Mission Hospital and created **customer service strategy reports**.

Whatsloan, India, Bangalore

Dec 2021 – Aug 2022

Front-end developer and Project Manager

- Gathered business requirements from clients, then designed wireframes and data models to guide the development of tailored solutions.
- Worked on **front-end development** for national banks such as Union Bank of India and Karnataka Grahmin Bank.
- Utilized **MongoDB** to efficiently process and resolve over 70 employer requests for authorized banking data modifications.
- Coordinated with clients nationwide to organize business meetings, gather requirements, and **analyze historical data**, enabling informed decision-making and strategic planning.

ACADEMIC PROJECTS

Conagra Foods (Python, Tableau, Machine Learning)

Jan 2024 -May 2024

- Led a strategic **predictive analysis for the GARDEIN brand** at Conagra Foods, focusing on enhancing revenue through the sales distribution of meat substitute products across various regions and timeframes.
- Conducted rigorous hypothesis testing, including **Chi-square, t-tests, F-tests, and regression analysis**, to identify strategic decisions that could enhance sales of Conagra's meat substitutes.

E-commerce Shipment Analysis (R Studio & Tableau)

Aug 2023- Dec 2023

- Developed a **machine learning model** to predict late delivery probabilities using historical data.
- Aimed to improve on-time delivery accuracy for future orders.
- Evaluated and compared ML algorithms like **Logistic Regression, Decision Tree, and Neural Networks**. Benchmarked algorithm performance on accuracy, false positives, and ROC Curve metrics. Achieved an Accuracy rate of 85%.

Exploring Insights in Walmart's Sales (Advanced SQL)

Aug 2023- Dec 2023

- Cleaned, analyzed, and transformed Walmart's historical sales data using **SQL queries** to extract valuable insights for sales enhancement.