

RAJRAJESHWARI GANGADHAR SANGOLLI

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SUMMARY

Data analyst with over 2 years of experience turning real-world data into business clarity across tech, fintech, and high-growth startups. Built dashboards that influence decisions, models that forecast outcomes, and experiments that reveal what drives impact. Skilled in SQL, Python, and statistics, with a strong focus on using data science to drive smarter, faster decisions.

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: Business Analytics with R, Database with SQL, Time Series and Econometrics, Predictive Analytics for Data Science, Applied Machine Learning with Python, Causal Analytics and A/B Testing, Big Data, Advanced Statistics for Data Science

ACCOMPLISHMENTS

Scholar with High Distinction Award, recognized for graduating in the top percentile for academic excellence and analytical rigor.

Dean's Excellence Scholarship Award, for exceptional performance and contributions to data-driven business strategy.

SKILLS & COMPETENCIES

Programming and Analytics: Python (Pandas, NumPy, Scikit-learn, Statsmodels), R, SQL, Advanced Excel, C++

Databases and Warehousing: MySQL, PostgreSQL, SQL Server, Snowflake, BigQuery, MongoDB

Data Visualization and BI: Tableau, Power BI, Looker Studio, Metabase, Plotly, Seaborn

Experimentation and Analysis: A/B Testing, Causal Inference, Hypothesis Testing, Regression Modeling

Marketing and Attribution: Google Analytics 4, Adobe Analytics, Facebook Ads Manager, Salesforce, HubSpot

Collaboration and Product: Jira, Confluence, Slack, Asana, Notion, Lucidchart, Figma

Cloud and DevOps: Microsoft Azure, Google Cloud Platform (GCP), Git, GitHub

PROFESSIONAL EXPERIENCE

University of Texas at Dallas | *Student Assistant, Data Analysis*

January 2024 – May 2025

- Led reporting and analytics for 15K+ vehicle records using SQL and Excel, improved data validation accuracy to 98% and enhanced operational efficiency by 30%. Automated scheduling for 40+ employees using Excel macros and prescriptive analytics, significantly reducing staffing mismatches and manual effort.

Aisle Private Limited | *Associate Analyst, Growth team*

January 2023 – August 2023

- Performed spend diagnostics across channels in *Excel and Tableau*, driving a 15% ROI uplift through data-backed reallocation.
- Designed and evaluated *A/B tests* across 100+ digital ad variants, driving improved engagement and campaign optimization.
- Built *25+ dashboards to track KPIs*, delivering insights that led to a 12% increase in campaign efficiency.
- Performed competitive analysis on large datasets from leading dating apps using *SQL*, influencing high-impact growth strategies.

OVTLYR | *Data Visualization Analyst (Contract)*

October 2022 – March 2023

- Built Tableau dashboards that distilled 10K+ data points into clear business insights and executive summaries.
- Partnered with analysts from IIM to deliver four data storytelling projects across EV, banking, and pharma domains, tailoring visualizations to industry-specific insights.

Whizflo | *Analyst*

September 2022 – January 2023

- Delivered SQL-based Power BI solutions analyzing 5+ healthcare datasets of CMH hospital, cutting resolution time by 25%.
- Launched A/B test campaigns across platforms, raising CTR by 13% via iterative testing of audience segments and creative variants.

Whatsloan Private Limited | *Project Manager*

December 2021 – August 2022

- Designed wireframes and data models for banking platforms used by Union Bank of India, enabling custom client solutions.
- Processed 70+ data modification requests using MongoDB, streamlining backend workflows and improving efficiency.
- Led nationwide stakeholder sessions to gather requirements and analyze historical data for tailored system development.

ACADEMIC PROJECTS

Healthcare Price Data Transparency | *Microsoft Azure, Data Engineering*

January 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*

August 2024 - December 2024

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

E-commerce Shipment Analysis | *R Studio & Tableau, Business Analytics*

August 2023 - December 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 of 85%.