

Rajrajeshwari Gangadhar Sangolli

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EDUCATION

University of Texas at Dallas, Texas

August 2023 - May 2025

Master of Science - Business Analytics majoring in Data Science and Marketing

Course: Database Foundations, Business Analytics with R, Advanced statistics, Predictive Analytics, Prescriptive Analytics

GPA - 4.00

Awards: Dean's Excellence Scholarship award

Visvesvaraya Technological University, Bangalore, India

August 2017 - June 2021

Bachelor's in Engineering

GPA - 9.13

TECHNICAL SKILLS

Programming Languages: Python, R, Structured Query Language (SQL)

Tools/Software: Tableau, Microsoft Excel, Power BI, Spark, Eclipse, Microsoft SQL server management, Oracle SQL, MySQL, NoSQL, Big data, Microsoft Office, Informatica (ETL), Anaconda, Jupyter Notebook, Hadoop, Project management, Figma, Google Analytics, Meta Office Suite, Spreadsheet, Slack

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

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

Certifications: Tableau, Python, Excel

WORK EXPERIENCE

Aisle Private Limited, India, Bangalore

Feb 2023 - July 2023

Growth Analyst (Digital Marketing Associate)

- Spearheaded the enhancement of online advertising campaigns, significantly boosting campaign efficiency by 15%.
- Conducted in-depth analysis of website traffic indicators including CPI, CPLA, and CPP, leading to insightful market strategies that augmented ad performance on Google, Facebook and LinkedIn by 20%.
- Oversaw the digital marketing budget, meticulously monitoring and recording more than 500 expenditures a day.
- Conducted spreadsheet analysis on the collected data leading to important business decisions for various campaigns.

OVTLYR, India, Delhi

Oct 2022 - March 2023

Data Visualization (external contractor)

- Expertly performed complex data visualizations using Excel and skillfully designed an engaging infographic to illustrate the "Scoops" feature, spotlighting insights on Electric Vehicles within the project scope.
- Meticulously built a detailed data chart utilizing a combination of MS Excel, Figma, Tableau, R, and Illustrator.
- Engaged in a collaborative effort with esteemed data analysts from IIM, India, contributing to four major projects based on the banking sector, the electronic vehicle sector, argitech sector and the healthcare sector.

Whizflo, India, Bangalore

Oct 2022 - January 2023

Marketing Analyst

- Single-handedly designed and built websites for international Start-up companies using WordPress and Figma.
- Managed Instagram and Facebook ad promotions, optimizing targeting through analysis for better results.
- Orchestrated a detailed healthcare analysis for Chinmaya Mission Hospital, leading to enhanced customer service strategies.

Freelancer, India, Bangalore

July 2022 - March 2023

UI/UX Designer and Marketing consultant

- Designed new websites and applications for start-up companies using Figma. Worked on Logo design, branding and strategy.
- Assisted six84street with their shoots and final designs. Visualized content for the social media pages of start-ups.
- Collaborated and managed projects that involved Creation of detailed wireframes, responsive layouts and interactive designs.

Whatsloan Private Limited, India, Bangalore

Dec 2021 - July 2022

Front-End Developer and Project Manager

- Efficiently processed and resolved over 70 employer requests for authorized banking data modifications in MongoDB.
- Directed multiple projects by devising workflow diagrams and utilized Bootstrap Studio to design user interfaces.

ORGANIZATIONS

Dean's Graduate Council (Social Media team)

Jan 2024 – Jan 2025

- Spearhead content creation and event planning to significantly increase audience engagement and foster a vibrant campus community.

ACADEMIC PROJECTS

E-commerce Shipment Analysis (R Studio & Tableau)

Aug 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.

Exploring Insights in Walmart's Sales (Advanced SQL)

Aug 2023

- Cleaned, Analyzed and Transformed Walmart's historical sales data. I crafted SQL queries to distill valuable insights that could lead to the enhancement of sales.
- Designed comprehensive data models to support strategic decision-making.