Rakshu Raju

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Education

Master of Science: Applied Business Analytics   *Boston University, 2022*
Bachelor of Science: Economics   *Cal Poly Pomona, 2018*

Work History

Senior Data Analyst | Workit Health | San Francisco, California   *Jan 2022 – March 2023*

- Owner of data analytics projects – solved key-facing business questions such as user acquisition, retention, and engagement using advanced analytics techniques with SQL and Looker.
- Partnered with stakeholders cross-functionally to support data-driven decision-making
- Transformed unstructured and structured data into actionable insights with quantitative analytics and data visualizations in SQL/Looker providing visibility into business operations by 70%
- Identified opportunities for growth and interpreted patterns of complex data sets to perform strategic analysis for senior leadership
- Implemented new optimization techniques in our data workflow under Look ML that helped streamline our dashboards efficiently

Data Analyst | PayPal | San Jose, CA   *May 2019 – Dec 2021*

- Collaborated with stakeholders across PayPal's organization to perform their analytical and reporting needs
- Developed key risk assessment, issue management, and internal audit KPI metrics and built exec-facing dashboards that tracked the business' highest priorities
- Created and executed SQL Queries (Hadoop database) to perform daily, monthly, and quarterly risk assessment and issue management reporting to upper-level management
- Utilized data mining, clustering, and cleaning techniques to decipher large volumes of data of to draw granular insights and presented findings to stakeholders across PayPal
- Aggregated data from various sources to construct streamlined data pipelines and integrate data from multiple PayPal systems to improve efficiency in reporting by 25%

Business Data Analyst Intern | Robert Half | San Ramon, CA   *Summer 2018*

- Redesigned a [CBO] report with new data visualizations that highlighted key business initiatives using Tableau and Excel
- Provided ad hoc support to stakeholders as needed

Projects:

- Clinical Outcomes Dashboard – Workit Health
  - Created a one-stop-shop dashboard that highlighted insights for Workits employees to track acquisition, engagement, and retention and the customer journey using Looker and SQL
- End-to-End Regulatory Reporting – PayPal
  - Developed and combined multiple data sources into a tableau dashboard for identifying regulatory changes and financial risk indicators of different PayPal's risk levels.
  - Tools Used: SQL, Tableau, and Excel
- Data Mining Final Project – Boston University
  - Collected, analyzed, and optimized trends of data of over 100+ rows by using data mining and modeling techniques in Python and Excel

Skills:

- Technical: SQL, Python (Pandas, NumPy, Matplotlib), R (ddplr, ggpl2), Regression Modeling
- Analytics: Looker, Tableau, Power BI, A/B Testing, Excel, Google Analytics
- Business: Project Management, Collaborative Problem Solving, Requirements Gathering