Rahul Perepi

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Summary

Data Analyst with 3+ years in digital marketing and performance analytics, specializing in campaign data, attribution, and KPI reporting. Expert in SQL, Excel, and BI tools to analyze user interaction and outcomes data, design tests, and translate insights into actionable strategies. Proven ability to model multi-source datasets, improve data accuracy, and support high-velocity campaign optimization with Marketing, Product, and Media stakeholders.

Core Skills

Analytics & Reporting: SQL, Excel, Tableau, Power BI, Looker, KPI Reporting, Cohort & Retention Analysis, A/B Testing, Forecasting
Marketing & Campaign Data: Attribution Modeling, UTM Tracking, Campaign Analytics, Consent Mode, Performance Marketing Data QA
Data Modeling & Automation: ETL/ELT, Data Validation, Data Warehousing, Data Modeling, Process Automation, Data Quality
Programming & Tools: Python, PostgreSQL, Databricks, Azure (ADF, Synapse), AWS, GCP, Git
Collaboration: Cross-Functional Analysis, Stakeholder Reporting, Business Insights, Test Design, Executive Communication

Professional Experience

Data Analyst II — Marketing & Campaign Analytics   May 2025 – Sep 2025
MOIC   *Phoenix, AZ*

- Analyzed user and revenue data to identify campaign trends, supporting weekly performance reviews.
- Built SQL-driven validation workflows improving reporting accuracy and pipeline throughput by 90%.
- Developed Power BI dashboards tracking retention, ROI, and funnel performance for leadership.
- Partnered with Product/Finance to model multi-source data for KPI and portfolio analysis.
- Investigated anomalies and delivered fixes improving data reliability across reporting datasets.

Tech Stack: SQL, Excel, Power BI, Python, Data Modeling, Marketing Data QA

Data Analyst — Marketing Attribution & Insights   Feb 2025 – May 2025
Leo (formerly Fibonacci AI)

- Modeled campaign and attribution data from 10+ sources using SQL to support optimization analysis.
- Built dashboards tracking engagement, spend, and conversions for Marketing stakeholders.
- Cleaned and standardized campaign datasets, reducing bad-data ingestion by 22%.
- Supported test design and segmentation analysis to improve retention and campaign ROI.
- Delivered weekly insights translating performance data into actionable business decisions.

Tech Stack: SQL, Excel, Power BI, Python, AWS, Attribution Data

Research Data Analyst   Mar 2023 – Dec 2024
Arizona State University   *Tempe, AZ*

- Analyzed 8M+ records using SQL/Python to identify trends and improve model performance by 35%.
- Built dashboards and reports translating complex datasets into decision-ready insights.
- Maintained warehouse pipelines ensuring accurate, accessible datasets for analysts.
- Conducted statistical and forecasting analyses to support experimentation decisions.
- Visualized anomalies and data drift for research and product stakeholders.

Tech Stack: SQL, Python, Tableau, Databricks, Azure Data Factory, Excel

Data Analyst Intern — Product & Marketing Analytics   Feb 2020 – Apr 2020
Microsoft   *Hyderabad, India*

- Built SQL pipelines powering dashboards for product usage and marketing performance tracking.
- Analyzed user behavior data to identify growth and engagement trends. Delivered Power BI reports summarizing insights for operations and product teams.
- Supported data modeling and validation for reporting accuracy across teams.

Tech Stack: SQL, Excel, Power BI, Python, Azure

Projects

Marketing Attribution, Experimentation & ROI Analytics

- Built end-to-end SQL + Power BI pipeline analyzing multi-channel campaign data (Meta, Google Ads, CRM) across 500K+ sessions.
- Modeled attribution logic and conversion funnels to identify high-ROI channels and performance drivers.
- Designed and analyzed A/B tests on landing pages and campaign variants using SQL cohort analysis and statistical testing.
- Improved reporting accuracy by validating spend vs conversion data across 10+ datasets and automating experiment dashboards.
- Identified 12% conversion lift opportunity and delivered executive reporting on CAC, LTV, and ROI to support budget decisions.

Tools: SQL, Power BI, Excel, Python, A/B Testing, Attribution Modeling, Statistics

Education

Master of Science in Computer Science (Big Data Systems) - Arizona State University   December 2024
Relevant Coursework: Generative AI, Software Development, Machine Learning, Cloud Computing, Data Visualization