

RUTVI SUTARIA

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EXPERIENCE

Prosper Marketplace

Phoenix, AZ

Senior Operations Analytics Analyst

Mar 2023 – Present

- Spearheaded strategy and roadmap to rollout SMS campaigns for loan processing, collaborating with multiple teams to ensure seamless launch. Utilized A/B testing to measure SMS performance, which resulted in a 79 bps increase in conversion and additional \$300K in projected annual revenue
- Reduced the Average Speed to Answer (ASA) times for incoming calls, utilizing OLS and Lasso Regression to find important features and recommended strategies to modify workforce management and agent controllable factors
- Incorporated SMS into existing marketing channels for Partner Marketing, revealing \$414K in potential annual savings, boosting re-attribution accuracy by 19%, and optimizing 1.7% of annual partner spend
- Conducted a cost-benefit analysis for integrating Live Chat across various services on company's website, projecting \$1.5M+ in annual staffing cost savings. Additionally, proposed an "Apps by Live Chat" feature, anticipated to enhance product sales with a potential \$1.75M+ in additional annual revenue
- Owned end-to-end data management to ensure consistent flow of data insights, including engineering and maintenance of dbt models, performing detailed analytics and developing tableau reports for several business areas

Operations Analytics Analyst

Mar 2022 – Mar 2023

- Developed loan fraud tableau dashboards by consolidating data into dbt models from various sources (documents, auto-cancellations, and manual verification) to track key metrics like Fraud Leakage Rates, Recovery Rates, etc.
- Created a comprehensive Agent Performance Measurement dashboard, tracking key metrics (NPS, Calls, Sales Scorecards) to drive actionable insights and support data-driven decision-making across

American Integrity Insurance

Tampa, FL

Data Analyst

Sept 2020 – Mar 2022

- Predicted likelihood of litigation for all claims using a logistic regression model, categorizing claims into a risk quadrant using probability scores and loan amount, leading to revised pricing strategies and 12% reduction in litigation costs
- Enabled the Marketing and Sales team to identify new areas of opportunities by integrating and visualizing several KPIs (top performers, market share, YOY growth, etc.) into a dashboard series
- Lowered the turnaround time by 75% by integrating several periodic reports and data resources into a single Tableau dashboard solution

EDUCATION

Carnegie Mellon University

Pittsburgh, PA

Master of Information Systems Management

Aug 2018 – May 2020

SRM University

Chennai, India

Bachelor of Computer Science

Jun 2014 – July 2018

SKILLS

- **Languages and Tools:** SQL, Tableau, Python, DBT, Big Query, Data Studio, Microsoft Excel, JIRA, Confluence
- **Certification:** Tableau Analyst, Professional Scrum Master 1, Advanced Google Analytics
- **Skills:** Data Analytics, Data Science, Data Visualization, A/B Testing, ETL, Data Modeling, Strategy Analysis, Product Analytics, Business Development, Business Requirements, Creative Ideation, Sales Strategy, Problem Solving