

RUTWIK GUNTOORKAR

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SUMMARY

Results-driven Business Analyst with 3+ years of experience in data analytics, reporting, and business intelligence. Proficient in Python, SQL, and data visualization tools like Power BI and Tableau to deliver actionable insights. Skilled in automating workflows, optimizing data models, and supporting data-driven decision-making. Adept at collaborating with cross-functional teams to achieve business goals and improve operational efficiency.

EDUCATION

Master of Information Technology & Analytics, Rutgers University, Newark
B.E. Computer Engineering, University of Mumbai

Aug 2022 - Dec 2023
Aug 2016 – May 2020

EXPERIENCE

Research Assistant

Rutgers University, Newark, NJ

Feb 2024 – Present

- Developed data models and statistical analyses using Bayesian methods, driving a 20% increase in research ROI.
- Automated data collection processes using Python, implementing scheduled scripts to extract and clean data from multiple sources, which reduced manual intervention by 40%.

Senior Business Analyst

Nibbles Forever LLP, Mumbai, IN

Oct 2021 – Apr 2022

- Designed and developed real-time Tableau dashboards, driving a \$100,000 ROI improvement in marketing campaigns.
- Engineered data ingestion models and implemented ETL pipelines, reducing manual data processing time by 50%.
- Developed machine learning models using Scikit-learn and Python, implementing a recommendation system that optimized ad targeting, resulting in a 30% increase in ad effectiveness and generating an additional \$150,000 in revenue.
- Revamped data pipelines using AWS Glue and SQL, reducing reporting time by 35% through automated data ingestion and transformation.
- Elevated marketing performance by 25% through advanced A/B testing and audience segmentation using Python, contributing to an additional \$90,000 in revenue.

Business Intelligence Analyst

Rookiedeck Pvt Ltd, Mumbai, IN

Dec 2019 – Oct 2021

- Architected and maintained ETL pipelines and data warehouses using SQL and AWS Redshift, enhancing data accessibility by 30%.
- Developed and automated BI dashboards and reports in Power BI, boosting decision-making efficiency by 25%.
- Analyzed customer data to identify behavior patterns and trends using SQL and Python, focusing on key metrics such as LTV and AOV, which led to actionable insights and a 40% reduction in reporting turnaround time.
- Conducted data analyses and performance modeling, resulting in a 20% increase in operational efficiency and \$70,000 in cost savings.
- Audited and cleaned existing dashboards to ensure data accuracy and integrity, while developing new dashboards using Power BI and Tableau, improving overall data quality by 30%.

SKILLS

Programming Languages: Python, SQL, R

Data Science & Analytics: Predictive Modeling, Data Mining, Scikit-learn, pandas, Matplotlib, NumPy

Data Visualization & Analysis: Power BI, Tableau, Excel, Qlik

Big Data Technologies: AWS Redshift, AWS S3, Databricks, Snowflake, Google BigQuery

ETL & Data Integration: Alteryx, Apache Airflow, AWS Glue, AWS Lambda, Azure Data Factory

Machine Learning: Regression, Classification, Clustering, NLP (Natural Language Processing), XGBoost, TensorFlow

Databases: PostgreSQL, MongoDB, MySQL, Microsoft SQL Server

Project Management: JIRA, Confluence, Trello, Agile Methodologies

PROJECTS

Credit and Risk Assessment for Banking Systems

- Optimized credit risk models using Linear Discriminant Analysis (LDA) and regression trees, leading to a 22% increase in profit margins and delivering \$134M in financial benefits.

Flight Arrival and Delay Analysis

- Developed interactive dashboards using Tableau to track flight patterns, streamlining operational processes and reducing delays by 15%. Implemented a time-series forecasting model using ARIMA in Python, resulting in a 25% reduction in error rates for delay predictions.