

Raj pravin Rajendran

Digital Analyst | Data Scientist | Data Analyst | Data Insight Analyst | Business Intelligence

Results-driven **Data Analyst with a collaborative mindset and continuous learning focus**. Skilled in scalable solutions, **MS-Excel, GCP, AWS Quicksight, SQL, and Python for impactful data visualization**. 7 years of industry experience where I used ML algorithms and predictive analysis. In addition, I have substantial expertise and understanding in **Python with libraries like as PANDAS, NUMPY, SKLEARN, TENSORFLOW, and SEARBORN**. I worked with tools such as PyCharm and Jupyter Notebook. Stakeholders recognised and appreciated the efficient solutions provided.

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WORK EXPERIENCE

Data Analyst

Company - Liberty Global

10/2022 - Present

London, United Kingdom

Achievements/Tasks

- Extracted Data from **2+ sources** and converted them into one combined source for reporting purposes using **ETL** techniques and built Business intelligence dashboard in **looker**, saving **2 FTE** of manual reporting work.
- Utilized **Power BI, Power Query, and DAX functions** to conduct a comprehensive analysis of a specific customer segment in Leeds that was not subscribed to Virgin Media. Leveraging these insights, implemented targeted marketing strategies, resulting in an **impressive 8% increase** in subscriptions from the identified area.
- Connected **Looker to Big Query**, creating dashboards that automated the reporting workload and improved data visualization with a **25%-time reduction**.
- Conducted thorough analyses of customer data, user interactions, and operational metrics at Liberty Global, generating valuable insights and actionable recommendations, ultimately **contributing to a 12% improvement** in customer satisfaction.
- Conducted knowledge transfer sessions on Looker for dashboard development and executed **A/B testing** on campaign results using Python, driving a **20% improvement** in team proficiency.

Business Intelligence Engineer

Company - Amazon

09/2016 - 09/2021

Chennai, India

EXPERTISE

- Performed efficient feature engineering on a dataset with **148 columns** using Python libraries, including NumPy, Pandas, and Seaborn. This optimization reduced model training time from **1 hour to 35 minutes**.
- Utilized **Google Tag Manager and Google Analytics** to implement, monitor, and troubleshoot tracking tags across multiple sports brands, ensuring data integrity and aiding in the optimization of global marketing strategies and **ROI by 14%**.
- Applied "**Market Basket Analysis/Association rule mining**" on a large customer data to discover the patterns for bundle packing which helped in increasing the sales to **17%**.
- Analysed **30000+** responses to a consumer feedback to evaluate brand perception and given feed back to the vendor to improve the quality of the product which decreased the negative comments from **60% to 23%**.
- Built a **recommendation model** on book products which increased a sale by **8%**.
- Optimized Reporting Queries: Conducted analysis of existing pipelines, applying advanced query optimization techniques and load balance analysis. Reduced daily reporting query execution time by 45 minutes, resulting in annual savings of **240 hours and improved cluster performance**.

EDUCATION

MSc. Data Science

University of Westminster - London, 7.9 GPA

09/2021 - 09/2022

London, UK

SKILL SET

PROGRAMMING LANGUAGES - Python, SQL ,R

DATA VISUALIZATION - Tableau, Seaborn, Quicksight, PowerBI - power query, DAX and Looker

ANALYTICS - Google Analytics, Excel, Looker, Tableau, Firebase Analytics, A/B Testing.

Account Based Marketing, Affiliate Marketing, Email Marketing, SEO, Google Tag Manager.

LIBRARIES/TOOLS - Numpy, Scipy, Pandas, Scikit-learn, Keras, Tensorflow

AWS - S3 , redshift, Quicksight

GCP - Big Query,Vertex AI, DOC AI, Google cloud functions, Looker

Version Control: Git (GitHub)

GLOBAL PROJECTS

Invoice Matching

Liberty Global

- Utilized **GCP tools (Doc AI, BigQuery, looker), Python, and SQL** to automate invoice-PO matching, which help in reducing **10 positions in a team**.

Vendor Compliance - Dispute Reduction:

Amazon

- Channelizing and categorizing vendor errors during the time of shipment. This effort lead to **\$60K** savings annually across all market regions.

Recommended System for Books Department

Amazon

- Implemented a content-based recommendation system on the application which recommends optimal options to users based on the history data using Pandas library.
- Applied **Content-based recommendation system** algorithm for the books category which increased in the sale of **8%**.

Website Tracking

Amazon

- Conducted in-depth analysis on **KPIs** such as **click-through rate and conversion rates**, providing strategic recommendations for marketing campaigns that improved the overall performance of campaigns by **11%**.

Removing the invalid data from the product description on Amazon catalog page using python:

Amazon

- Finding and replacing the invalid data from the detail page via Python and this project helped in headcount savings of **3.17 FTE**

Sentiment analysis of Mobile Phones brands:

Amazon

- Using the **NLTK** library and the **Natural Language Processing (NLP)** approach, I reduced negative sentiments toward a mobile phone brand from **60% to 23%**.