

TEJAS KUMAR VIJAYENDRA RAJU

Exeter, United Kingdom

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Summary

Results-oriented Data Analyst with a Master's degree in Data Science and 3 years of experience in Category Management involving Data analysis and Business analysis. Proficient in utilising a wide range of tools, including SQL, Python, and Power BI to analyze and visualise data. A collaborative problem solver with a high degree of attention to detail who thrives on leveraging data-driven strategies into tangible business solutions that optimize operations, enhance customer experiences and drive revenue growth.

Education

University of Exeter

Masters in Data Science

Sept 2022 – Sept 2023

Exeter, United Kingdom

- Power BI dashboard visualising trends across areas, sales and products.
- Twitter data analysis of 15 million tweets from the European region.
- Question Answering system built on Attention deep learning model.
- Substance abuse Recovery prediction model using NLP and Machine Learning.

Dayananda Sagar college of Engineering

Bachelors in Mechanical Engineering

Aug 2015 – June 2019

Bangalore, India

- Manager & Co-ordinator for Mahayantra(Mechanical technical fest)
- Founding member of Thermal Energy club.
- Member of Robotics club.

Experience

Urban Company

Category Manager

Nov 2021 – Sept 2022

Bangalore, India

- Spearheaded Category management for the Handymen Category in Bangalore, orchestrating remarkable achievements with an awe-inspiring average monthly revenue of INR 9 million and increasing RPD by 15%.
- Successfully implemented stakeholder management strategies and forged B2B tie-ups, resulting in an impressive expansion of the Handymen category in India across the top 8 cities, surpassing the category's initial volume by 7.5%.
- Utilised data-driven decision-making to drive a 20% accelerated growth in the Category by reducing the request loss by 12%, FBCE by 4% and getting a 2.5% movement in user conversion.
- Utilised SQL and Excel to manage B2B tie-up SKUs with companies such as TATA and IKEA. Conducted a comprehensive breakdown analysis, resulting in a remarkable 57% WoW increase in demand for IKEA within a month.
- Designed and developed interactive dashboards using Power BI and SQL, enabling stakeholders to access real-time data and monitor key performance indicators.

Urban Company

Business Development Associate

Aug 2019 – Nov 2021

Bangalore, India

- End-to-End Category Management and City Operations responsible for maintaining KPIs under thresholds.
- Employed data mining techniques for launching 4 new Categories in Bangalore city followed by heading Incubation.
- Planned and executed A/B tests to evaluate the impact of new categories launched resulting in data-backed recommendations for improvements.
- Leveraged historical data and predictive modelling to create accurate supply forecasts and demand plans, resulting in a 15% increase in the supply base within a month.
- Led the Data Analysis team in a collaborative project aimed at driving operational improvements within the category by conducting EDA on city metrics and delivering actionable visual insights resulting in increasing the NPS to 47.

Skills

- Data & Business Analysis
- Data Visualisation
- Business Strategies
- Machine Learning
- NLP
- SQL & Python
- Power BI
- Excellent listener
- Problem solving
- Critical thinking
- Category Management
- Stakeholder Management

Certifications & Recognitions

- The Complete SQL Bootcamp 2021.
- Microsoft Power-BI desktop for Business Intelligence
- Awarded as Trailblazer from the UC CPC Team for achieving supply targets on time with the utmost quality.