Urja Damodhar

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Summary

Data Analyst with 3+ years of experience turning raw data into clear strategies that drive growth and efficiency. I thrive at the intersection of analytics and decision-making, simplifying complexity, designing metrics that matter, and ensuring insights don't just stay in reports but influence real outcomes. Having worked across research, product, and operations, I bring a track record of aligning teams, asking the right questions, and delivering analysis that shapes both day-to-day execution and long-term strategy.

Technical Toolkit:

Languages & Tools: Python (pandas, NumPy), SQL (PostgreSQL), R , Excel, Git, Agile Tools – Jira, PySpark
Analytics & Methods: A/B Testing, Forecasting, KPI Evaluation, Causal Inference, Panel Regression, Trend Analysis
Platforms & Visualization: Snowflake, BigQuery, Tableau, Looker Studio,
Machine Learning & Modeling: Classification, Regression, Clustering, Experimentation, Model Evaluation

Education

Boston University, Master of Science in Applied Data Analytics Sep 2023–Jan 2025

Coursework: SQL & Databases, Machine Learning, NLP, Business Analytics, Data Visualization, Optimization Techniques

Achievement**:** 1st Place – BU Hackathon 2024 (Built a Data Science model driving business impact)

World Peace University, Bachelor of Engineering in Information Technology

Coursework: Data Structures & Algorithms, Statistical Analysis, Database Systems, Programming in Python & C++

Experience

Data Scientist
GLOB-S Research Lab Boston, MA | Jul 2024 – Jan 2025

- Processed 1M+ records in BigQuery; built Looker Studio dashboards, boosting ROI 25% through faster insights
- Developed ML models to impute 600K+ missing values, restored 90%+ completeness and enabling marketing analytics
- Automated scalable ETL pipelines in Snowflake, supporting multi-institutional research with clean, reliable transformations
- Applied econometric techniques (DiD, panel regression, fixed effects) to assess post-disaster innovation and sentiment shifts
- Maintained documentation and data hygiene across pipelines, improved reproducibility and cut onboarding time for new researchers by 30%; enhanced reliability through peer code reviews

Research Data Analyst Boston, MA | Jan 2024 – Present
Boston University

- Automated ETL workflows to power dashboards, cutting preprocessing time by 40% and speeding up strategic decisions
- Led 4 longitudinal A/B-style experiments over 10 weeks with 215 participants, using regression and T-tests to track shifts in reliance on ML decisions and interpretability from baseline to final week
- Built domain-specific LLMs and benchmarked them against traditional models, showing Transformers reached 75.8% accuracy on symbolic data and proving their adaptability to specialized domains
- Extracted 300 years of historical data and built time-series pipelines to uncover trends and provide benchmarks for leadership
- Communicated complex findings as clear recommendations, aligning stakeholders and accelerating decisions
- Led development of Visual Python, interactive module; coordinated revisions, mentored researchers, ensured grant deliverables

Data Analyst Intern
Shoptaki New York, NY | Mar 2025 – Oct 2025

- Built pipelines for SmartID (blockchain identity on Smartchain), cutting errors 40% and improving fraud model inputs
- Identified 12+ risk patterns in simulated transaction flows using Tableau, directly influencing prototype fraud detection logic
- Integrated real-time fraud alerts into product demos by collaborating with front-end teams using APIs, Figma, and DynamoDB

Projects

ESI Market Strategy & Physician Segmentation (code, presentation)
• SQL • Excel • Clustering • Targeting Strategy •Analytics
Analyzed 1.6M+ patient records and 10.9K+ physician profiles to assess the U.S. market for ESI procedures. Designed a segmentation and targeting strategy prioritizing high-volume, office-based providers. Estimated a 15-rep salesforce plan using call capacity benchmarks and applied K-Means clustering to optimize territory coverage and minimize travel load.

Marketing Campaign Analytics (link)
Python • SQL • Tableau • A/B Testing • KPI Analysis • Customer Segmentation
Analyzed response data from 50K+ customers and ran A/B tests across channels. Revealed catalog campaigns outperformed web by 2x (47% vs. 22%), influencing marketing to reallocate budget and refine targeting strategy

Certification

Google Data Analytics Professional Certificate, Coursera (Issued by Google)