VIVEK RAO

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PROFILE

- Analytics professional passionate about using data visualization to support decision-making
- **Core competencies:** data design, machine learning/AI, statistics, UX design, automation, ETL pipelines
- **Technical skills:** Python, R, SQL, scikit-learn, Figma, d3.js, Plotly, Jupyter, React, Git, AWS

PROFESSIONAL EXPERIENCE

McKinsey and Company   Boston, MA
Sr. Data Visualization Designer   June 2022 – April 2024
- Prototyped a Tableau dashboard for a ~$10B retailer's CEO to identify market trends from weekly sales
- Designed an ETL pipeline using Python and AWS to populate dashboards that 5,000+ people have used since launch
- Co-founded a DEI affinity group to promote social mobility; organized bimonthly programming for 80+ members
- Designed a microsite and dashboard to help a data science team communicate savings of ~$15M to their C-suite; also trained the client team on user research and testing best practices

Krannert School of Management, Purdue University   West Lafayette, IN
Graduate Teaching Assistant   August 2021 – May 2022
- Used Python and SQL to wrangle 40 billion rows of German gasoline data for a study on price competition
- Created statistical models to examine the effects of learning interventions on segmented public school student groups

Eli Lilly and Company   Indianapolis, IN
Data & Analytics Intern   June 2020 – July 2020
- Designed an app and its data pipeline to collect data for drug trials to speed up COVID-19 antibody trials
- Initiated a suite of PowerBI reports to identify trends in workplace conflicts leading to more team transparency

CarAdvise, LLC.   Chicago, IL
Operations Data Analyst   June 2019 – August 2019
- Saved more than 500 annual worker hours by automating manual data entry through Python PDF scrapers
- Increased bottom line by using Tableau to audit company pricing policies and identify loss-generating services

PROJECTS

- Created 45+ charts for a climate agency to raise awareness about the dangers of methane emissions from food sources
- Investigated utilities use across IU buildings, discovering a fountain wasting 10 million gallons of water annually
- Launched Indiana's first official map tracking COVID-19 cases, garnering more than 22,000 pageviews in two weeks
- Determined optimal time to do laundry on IU's campus by building a Python web scraper and JavaScript graphics
- Analyzed former IU president McRobbie's speeches using Python; fine-tuned GPT-2 to mimic his speaking style

HONORS & AWARDS

- **First place, data visualization:** Society of Professional Journalists
- **First and third place, interactive graphic:** Columbia Scholastic Press Association
- **Second place, informational graphic:** Indiana Collegiate Press Association
- **Honorable mention, interactive graphic:** Associated Collegiate Press

EDUCATION

Purdue University, Krannert School of Management   West Lafayette, IN
MS | Business Analytics and Information Management   May 2022

Indiana University, Kelley School of Business   Bloomington, IN
BS | Finance and Business Analytics   May 2021