

# VIVEK RAO

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## PROFILE

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- Data analytics professional with one year of experience in data storytelling and visualization
- **Skills:** Python, R, SQL, Tableau, PowerBI, Git, Bash, HTML, CSS, JavaScript, web scraping, print/web design
- **Core competencies:** data visualization, dashboards, machine learning/AI, natural language processing, automation
- **Soft skills:** storytelling, communication, critical thinking, empathy, creativity

## HONORS & AWARDS

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- **Region 5 Mark of Excellence:** First place, Data Visualization
- **Columbia Scholastic Press Association Gold Circle Award:** First and third place, Interactive graphic
- **Indiana Collegiate Press Association:** first place, news story; second place, informational graphic
- **College Media Association Pinnacle Awards:** Third place, best infographic
- **Associated Collegiate Press:** honorable mention, interactive graphic; first place, Social Justice Reporting

## PROFESSIONAL EXPERIENCE

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**Eli Lilly & Company** **Indianapolis, IN**  
*Data & Analytics Intern* **June 2020 – July 2020**

- Redesigned data pipeline for copyrights and translations process, later used in COVID-19 antibody trials
- Initiated a suite of PowerBI reports to identify trends in workplace conflicts leading to more team transparency
- Revised clinical trials application process to be more user-friendly and intuitive using Microsoft Power Apps

**CarAdvise, LLC.** **Chicago, IL**  
*Operations Data Analyst* **June 2019 – August 2019**

- Saved labor costs and hundreds of annual man-hours by automating manual data entry through Python scripts
- Increased bottom line by using Tableau to audit company pricing policies and identify loss-generating services

**Indiana Daily Student** **Bloomington, IN**  
*Managing Editor of Digital* **October 2017 – May 2021**

- Launched Indiana's first official map tracking COVID-19 cases; garnered more than 22,000 pageviews in two weeks
- Led a project to redesign website with a focus on optimizing advertising; increased revenue by \$15,000 annually
- Wrote style for and created more than 100 data visualizations over four years; designed print pages

*Data Reporter*

- Investigated utilities usage across IU buildings, discovering a fountain wasting 10 million gallons of water annually
- Determined optimal time to do laundry on IU's campus by building a Python web scraper and JavaScript graphics
- Analyzed IU president Michael McRobbie's speeches; used natural language generation to mimic speaking style

**Krannert School of Management, Purdue University** **West Lafayette, IN**  
*Graduate Teaching Assistant* **August 2021 – present**

- Teach an undergraduate course on data storytelling and visualization; serve as coach to student teams
- Used Python, SQL and parallel computing to clean, wrangle 40 billions rows of per-minute gasoline data

## EDUCATION

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**Purdue University, Krannert School of Management** **West Lafayette, IN**  
*Master of Science in Business Analytics and Information Management* **May 2022**

**GPA: 3.55/4.0**

- **First place, Credit Default Prediction:** Competed against 50 teams on a Kaggle data science competition to predict the likelihood of default on credit card payments
- **Third place, STAMINA Case Competition:** Used Census data and financial analytics to identify pilot cities for Ind.-based DRONEDEK

**Indiana University, Kelley School of Business** **Bloomington, IN**  
*Bachelor of Science in Finance and Business Analytics* **May 2021**

**GPA: 3.84/4.0**

- Business Honors Program, graduated with High Distinction
- Global Engagement scholarship, Beverly Rice scholarship