RITESH RAJPUT

Champaign, IL | (843) 986-6864 | riteshr2@illinois.edu | | https://www.linkedin.com/in/riteshrajput381/ | https://riteshrajput.github.io/

EDUCATION

University of Illinois Urbana-Champaign	**Aug 2021 – May 2023**
Master of Science in Information Management	**GPA:** 3.77/4.0
University of Mumbai	**Aug 2014 – June 2018**
Bachelor of Engineering in Electronics	**GPA:** 7.3/10

SKILLS

Programming: SQL, Python (NumPy, Pandas, Matplotlib, Seaborn, Scikit-Learn, TensorFlow, PyTorch), R, JavaScript, Git
Database: MySQL, PostgreSQL, Oracle, MongoDB, Neo4j, Redis, SAP
Analytics Tools: Tableau, Power BI, Looker, Alteryx, Google Data Studio, Google Analytics, Adobe Analytics
Machine Learning: Regression, Classification, Clustering, NLP, Web Scraping, Model Development
Cloud / Big Data: Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform (GCP), Spark, Databricks, Splunk
Project Management: Jira, Confluence, Trello, Slack, Microsoft Teams, Agile (Scrum)

PROFESSIONAL EXPERIENCE

Business Intelligence Developer Intern, Intel Corporation, Portland, OR — **May 2022 – Jan 2023**
- Collaborated with internal stakeholders to analyse key business processes, and translated those insights into actionable metrics and reporting using Power BI to streamline operations and reduce team workload by **70%**.
- Developed and implemented Power BI dashboards to support data-driven decision making for product managers. Utilized expert proficiency in DAX (Data Analysis Expressions) to create complex calculations, columns, and measures to enhance the functionality and usability of the dashboards. Resulting in improved product roadmaps and business plans.
- Experience in working with different teams and stakeholders within Intel Corporation to understand their project scheduling needs and develop solutions to meet those needs using Critical Chain methodology.

Senior Data Analyst, Performics-Publicis Groupe, Mumbai, IN — **October 2019 – July 2021**
- Optimized digital and social media campaigns by leveraging advanced data visualization techniques in Power BI. Utilized KPIs to drive strategic decision-making, resulting in a significant year-over-year increase of ~**27%** in net new revenue.
- Implemented automated data extraction and transformation processes using Python and Google Analytics API, resulting in a significant reduction of manual effort by **80%**.
- Collaborated cross-functionally with engineering and marketing team to identify and deliver new product solutions using Power BI, and Big Query to create data lakes to automate report that resulted to process improvement by **70%**.
- Implemented advanced analytics techniques such as A/B testing, segmentation analysis and attribution modelling to optimize ecommerce platforms of India's leading FMCG client, resulting in a significant increase in traffic growth (**55%**) and performance metrics (40%) through organic search annually.
- Utilized data from Google Analytics to implement funnel optimizations and increase conversion rates by **14%**.
- Managed the web analytics tag implementation and provided support for all analytical platform implementations including Google Tag Manager, Google Analytics 360 Suite, Google Big Query, and Facebook Business Manager.
- Conducted in-depth analysis of underperforming markets, channels, and presented root cause analysis with recommendations for improvement, resulting in a **3.3%** increase in campaign reach.
- Implemented automation techniques using Python, resulting in a significant time-saving of **75%** in the data extraction and processing process.

Data Analyst, Graphene Media, Mumbai, IN — **September 2018 – October 2019**
- Developed and deployed a speaker identification and recognition system utilizing advanced Natural Language Processing (NLP) techniques and Machine Learning algorithms. Conducted sentiment analysis on text data and implemented the system using FLASK API, resulting in improved 70 % accuracy and efficiency of the overall system.
- Developed and implemented an efficient automated ETL process to significantly streamline the marketing data pipeline, resulting in a 70% reduction in turn-around time for data-driven decision making.

PROJECTS

Speaker and Speech Recognition System | Python, NLTK, Machine Learning, GCP
- Developed a targeted advertisement application by analysing crowd videos using Machine Learning.
- Converted Speech-to-text leveraging Google Cloud Platform (GCP) supporting multiple languages, performed sentiment analysis on the text to derive insights on the feedback of the products.

Image Processing tracking and surveillance system | Python, Machine Learning, MATLAB
- Implemented a continuous human tracking system based on Machine Learning algorithms and Image processing techniques.
- Constructed customized dataset for training of the system and presented the whole trajectory using Python and MATLAB.