

Rohit Jayakumar Nair

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EDUCATION

Master of Science, Management Information Systems

University of Cincinnati – Carl H. Lindner College of Business (GPA: 3.84)

Expected: Dec 2020

Available: May 2020

Bachelor of Technology in Computer Engineering

University of Pune, Dr. D.Y. Patil Institute of Engineering and Technology, India (GPA: 3.71)

June 2015

ACADEMIC PROJECTS

Predictive Analytics using Python

Aug 2019 - Dec 2019

- Designed & Implemented regression model to predict the teams that make it to the NBA playoffs
- Built model with 95% accuracy which transforms the data into performance KPIs and helps in predicting future outcomes

Enterprise business Intelligence and Analytics using Microsoft SQL server data tools and Tableau

Jan 2020 – Mar 2020

- Designed and implemented a Data Warehouse and reporting framework, simulating OLTP and OLAP systems using Microsoft SQL Server Data Tools and Tableau. Model projects the different performance KPIs of the business, to enable more effective strategic, tactical, and operational insights and decision-making.

Data Warehousing and Business Intelligence for Sentiment analysis on Twitter feed

Jan 2020 – Mar 2020

- Predicted popularity of presidential candidates and its impact on the upcoming elections using sentiment analysis on Tweets and captured analytical insights from them over a week of hashtags and keywords by visualizing data on Amazon Quicksight
- Used AWS services such as S3, AWS Sentimental Analysis and Quicksight to Extract Process and visualize the data

EXPERIENCE

Intern, Web/CRM developer: University of Cincinnati Online, Cincinnati, Ohio

Aug 2019 – Present

Marketing and Analytics

- Performed Search Engine Optimization and developed Website integration with Salesforce for more than 30 programs
- Migrated data and setup functionality from HubSpot to Salesforce with 100% application availability
- Built a chatbot using Watson assistant and Watson discovery for increased lead generation from the webpage
- Built and optimized ~50 flows and invocable processes in Salesforce for capturing lead information
- Integrated Salesforce with Twilio – messaging service and ScheduleOnce which is a meeting scheduling assistant
- Reported Insights from Google analytics and Website data using Tableau and Data Studio
- Automate reoccurring processes and performed advanced segmentation of audiences in Automation Studio
- Implemented and designed personalized emails using AMPscript in Marketing Cloud
- Built more than 50 journeys in Marketing Cloud for our programs and built dashboards for those metrics
- Integrated Einstein analytics for activity tracking and build Data Extensions as authentication tokens for dynamic emails

IT Analyst 1: Caterpillar, Bengaluru, India

Aug 2015 - July 2019

Digital Marketing

- Upgraded the internal Enterprise Search Engine - Watson Explorer environment to Version 11.0.0.3
- Assigned the no-index tags to cat.com content and configured the search engine to honor those tags
- Set up search functionality for ~20 internal sites and 3 DEG sites in 2017 and 2018 for Cat.com and its subsidiaries

Process Improvement

- Implemented application monitoring scripts in python and automated the manual reporting process saving ~120 hours of an analyst's time annually
- Designed Python and R scripts to perform data wrangling, exploratory data analysis and data manipulation to implement accurate data distribution analysis for customer segmentation using predictive analytics
- Designed ~10 automation scripts to monitor the performance of UNIX servers and pre-emptively identifying application issues to avoid major infrastructure outage, ensuring 100% application availability
- Handled repository migration, application and webserver configuration, LDAP authentication, and data sources

Business Intelligence Reporting

- Built multidimensional cubes in SSAS to achieve fast query performance against business data
- Developed SQL scripts to enhance data processing streams & reduce load times in Data warehouses and improve the execution time by 95%
- Created dashboards and monthly usage reports for Caterpillar websites and Identified business needs to create standard and Ad-hoc reports using Google Analytics to provide strategic and solutions to the business users

Data Management

- Developed ETL frameworks, data models and marts for data integration and manipulation using tools like Microsoft SQL Server Data, Informatica and Alteryx, and designed business solutions for descriptive analysis and decision making
- Built Informatica workflows to extract, transform, and process the data; thereby improving the processing time by 80%
- Designed and deployed SSIS packages for streamlining data transformation processes to populate domain specific data marts

TECHNICAL SKILLS

- **ETL tools:** Microsoft SSIS, Informatica
- **DBMS:** Oracle, SQL Server
- **Statistical tools:** Python, R, SAS
- **Reporting tools:** Tableau, QlikView, Power BI, SSRS
- **Languages:** SQL, CSS, C#, BASH, T-SQL, HTML, XML, C/C++, JavaScript, AMPscript
- **Special skills:** Salesforce Lightning, Google Analytics, IBM Watson Explorer, Redshift, Alteryx, IBM DataStage

AWARDS & CERTIFICATIONS

- Data Analytics Certification from the University of Cincinnati
- Tableau Analyst & Advanced Google Analytics
- Salesforce Administrator certification (ADM201)
- Python for Data Science