

RAJ DANEJ

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PROFESSIONAL SUMMARY

Business Analyst with 3+ years translating stakeholder requirements into data-driven recommendations that reduced reporting cycles by 34% and expanded a 50+ account B2B network by 21%. Combines founding-level operations experience with graduate-level analytics (Python, SQL, Tableau) to bridge technical analysis and executive decision-making. M.S. Business Analytics (3.88 GPA).

PROFESSIONAL EXPERIENCE

Graduate Research Analyst | *Suffolk University, Boston, MA*

Oct 2024 – Dec 2025

- Validated 3 departmental initiatives by translating ambiguous faculty requirements into executable Python and SQL analysis plans, gathering cross-functional input to define scope, deliverables, and success criteria.
- Cut reporting cycles by 34% by engineering reusable Python forecasting templates that reduced baseline model delivery from days to hours.
- Improved stakeholder adoption of ML insights by delivering interpretability reports with documented error analysis, enabling non-technical leadership to act on 82%-accurate predictive model outputs.

Data Analytics Fellow | *Build Fellowship by Open Avenues, Remote*

Mar 2025 – May 2025

- Achieved 90% forecast accuracy by gathering retail client requirements and building a sales prediction pipeline (Python, Random Forest) that modeled holiday seasonality and promotional lift.
- Enabled \$12K budget scenario planning via interactive Power BI dashboards that let marketing stakeholders visualize P&L impact of reallocation strategies in real-time.

Market Analyst Intern | *Digital Banjao, Indore, India*

Feb 2024 – Aug 2024

- Increased marketing ROI by 25% by integrating GA4 and SEMrush datasets to map user journeys, diagnose conversion friction, and recommend budget reallocation to high-performing segments.
- Grew organic traffic 42% (15K → 21.3K visitors) in 3 months through causal inference analysis that isolated SEO impact from seasonal trends, preventing spend misattribution.

Founding Member | Operations & Sales Lead | *Mahaveer Garments (MVR), Indore, India*

Jun 2021 – Feb 2024

- Transformed 50+ B2B accounts from paper-based operations to a centralized Excel/VBA CRM and demand forecasting system, eliminating manual data silos across the entire distribution network.
- Expanded regional network by 21% within 12 months through market-gap analysis and distributor contract negotiation.
- Raised repeat business by 37% from high-value accounts by building a CRM-driven outreach strategy that tracked purchase cycles and flagged at-risk distributors for proactive intervention.

PROJECTS

E-Commerce Funnel Optimization | MySQL, CTEs, Window Functions | [GitHub](#)

- Uncovered 60% landing page bounce rate using SQL (CTEs, Window Functions) to compute stage-by-stage conversion funnels, leading to a test-vs-control comparison that isolated device-level friction.
- Proved returning users convert at higher rates by analyzing cross-sell patterns across 4 product lines and 12 months of repeat-session data, recommending retention-focused spend reallocation.

Global Market Entry Analysis (OECD) | Python, Statsmodels, OLS Regression | [GitHub](#)

- Identified fiscal risk indicators across OECD nations by running OLS regression on public debt and expenditure datasets, generating correlation heatmaps for cross-country comparison.
- Delivered reproducible analytical framework with regression summaries that stakeholders used as the defensible baseline for two international expansion decisions.

TECHNICAL SKILLS

Analysis & Strategy: Requirements Gathering, Business Process Mapping, Stakeholder Management, Change Management, SDLC
Programming & DBMS: SQL (CTEs, Window Functions), Python (Pandas, Scikit-Learn), Excel (VBA/Power Query), R, MySQL, PostgreSQL
Visualization & BI: Tableau, Power BI, GA4, Looker, Dashboard Storytelling, Jira, Confluence
Data Platforms: Snowflake, BigQuery, AWS S3, ETL Automation, Git/GitHub
Certifications: Google Data Analytics ([Coursera](#)) | Google Project Management ([Coursera](#))

EDUCATION

M.S. in Business Analytics, Suffolk University, Boston, MA | GPA: 3.88/4.0

Sep 2024 – Dec 2025

B.Com in Business & Economics, Devi Ahilya University, Indore, India | GPA: 3.79/4.0

Jun 2019 – Apr 2022