

# Rakshanda Hedawoo

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## CAREER SUMMARY

Data Analyst with 4+ years of experience delivering analytical solutions in finance, healthcare, and sports domain. Skilled in SQL, Tableau, Power BI, Python, and data storytelling to drive informed decision-making and efficiency. Experienced in collaborating cross-functionally, working independently with minimal guidance, and owning the analytics lifecycle - from requirements gathering to development and testing. Passionate about learning new domains and delivering scalable, business-aligned data solutions.

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## WORK EXPERIENCE

### National Football League Players Association (NFLPA)

Washington, DC, USA

#### Business Intelligence Analyst

October 2024 – August 2025

- Built a robust data pipeline using Azure SQL and Dynamics 365 to automate vendor spend analytics via a live Power BI dashboard, enhancing data quality and giving procurement real-time visibility that enabled negotiation of 10% deeper discounts.
- Optimized 30+ T-SQL queries in Azure SQL, slashing average run time 40% and enabling same-day delivery of ad-hoc player reports to executives.
- Improved data governance by cleansing and reconciling over 50,000 player records (royalties, injuries, memberships, credited seasons, severances) in Dynamics 365, elevating data accuracy to 99.8% and ensuring timely royalty payments.
- Designed a player-partner matching engine (Power BI + DAX) for Players Inc that cut the matchmaking cycle from 1 week to 10 minutes and freed 90% of staff time.
- Published a KPI-driven engagement tracking dashboard in Microsoft Fabric for the Former Players Department, identifying outreach gaps and raising contact rates with inactive players by 25% in the first month through focused impact evaluation.
- Defined organization-wide KPIs with program managers and finance, launching self-service scorecards that shortened quarterly decision cycles 50%.
- Led data storytelling sessions and dashboard walk-throughs with VPs and stakeholders, ensuring complex analyses were clearly communicated and adopted across three departments.

### Curanostics

College Park, MD, USA

#### Data Analyst

May 2024 – July 2024

- Parsed & normalized unstructured FHIR / HL7 JSON for 10K+ patient encounters (surgeries, insurance, meds, allergies, vaccinations, provider notes), converting it to an analytics-ready schema in Python and cutting downstream prep time by 60%.
- Unified siloed healthcare data by building an ETL framework (Metriport APIs + EMR extracts) that cleansed and harmonized 1 M+ records, raising data integrity 25% and unlocking cross-patient analytics.
- Prototyped interactive clinical dashboards in Next.js (React + D3) that stream real-time vitals and lab trends; increased user engagement by 30% and reduced physicians' time-to-insight from hours to minutes.
- Fine-tuned MED-specific large language models with de-identified notes, boosting diagnostic-prediction F1 scores 20% while maintaining full HIPAA compliance.
- Authored data-storytelling playbooks and presented findings to clinicians & C-suite, translating complex model outputs into clear treatment recommendations adopted in pilot programs.

### LTIMindtree

Mumbai, MH, India

#### Technical Analyst

August 2020 – May 2023

- Analyzed policyholder behavior using SQL and Python, identifying churn drivers through root cause analysis and improving retention by 15% with targeted interventions.
  - Built a data pipeline using SSIS to integrate policy, claim, and call center feeds into SQL Server, improving data governance and aligning teams with consistent insights via Tableau and SSRS.
  - Re-tuned the busiest stored procedures and cleaned up ad-hoc SQL; routine reports that used to hang now finish while the customer is still on the call, giving agents quick answers.
  - Turned data into plain-language stories, pairing Excel summaries with live Tableau walk-throughs so non-technical stakeholders could fold the insights into quarterly planning.
  - Led cross-functional collaboration with product, operations, and finance to gather business requirements, creating scalable analytical roadmaps that supported long-term KPI tracking and impact evaluation.
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## ANALYTICS PROJECTS

### Oasis Bank Churn Analysis ([GitHub](#))

- Engineered a scalable churn prediction pipeline using PySpark and SQL over 10,000 customer records, incorporating real-time data streams and achieving 85% model accuracy through logistic regression and decision tree classifiers.
- Translated insights into business strategies, recommending geo-targeted campaigns and custom engagement programs projected to reduce churn by 15% and increase lifetime value by 20%.

### The AI Effect ([Tableau](#))

- Developed an AI adoption and job market analysis dashboard using Tableau, featuring interactive visualizations like tree maps and bar charts to highlight AI's impact on job roles, industries, and salaries.
- Created over 10 calculated fields and utilized parameters and filters to enhance interactivity, allowing users to explore AI automation risks, skill demands, and high-growth job opportunities.

### Enhanced Case Manager System – Fresenius Medical Care

- Developed a machine learning model to predict patient attrition, enabling case managers to prioritize high-risk cases and improve retention by 20%.
- Designed and deployed a Case Manager App on Anvil, integrating real-time data and actionable recommendations, reducing case management time by 15%.

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## EDUCATION

**University of Maryland, Robert H. Smith School of Business**  
Master of Science, Information Systems, GPA 3.91

**College Park, MD, USA**  
August 2023 - December 2024

**University of Mumbai, Vidyalankar Institute of Technology**  
Bachelor of Engineering, Information Technology, GPA 3.73

**Mumbai, MH, India**  
August 2016 – October 2020

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## SKILLS

**Data Analysis & Visualization tools:** Tableau, Power BI, Looker, MS-Excel (VLOOKUP, Pivot), BigQuery, GCP.

**Database Management Systems:** Microsoft SQL Server, Oracle, PostgreSQL, NoSQL, MongoDB, Neo4j.

**Programming Languages:** Python (NumPy, Pandas, SciPy, Matplotlib, PySpark), R (dplyr, tidyr, plotly, shiny, caret, forecast)

**Project Management Tools:** JIRA/Confluence, Azure Boards, Microsoft Office Suite, Google Workspace, Git.

**Machine Learning Algorithms:** Supervised Learning, Unsupervised Learning, Hypothesis Testing, Casual Inferences.

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## CERTIFICATIONS

- Looker & BigQuery Certification - **Google**
- Data Analyst in Power BI - **DataCamp**
- Data Visualization: Storytelling - **National Association of State Boards of Accountancy**
- SQL: Gold badge - **HackerRank**
- Python - **HackerRank**