

# Anika Rao

## Senior Business Analyst

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## Summary

Business Analyst with 5 years translating messy marketplace and operations data into mechanisms that leaders run the business by. Fluent in SQL, Python, and Tableau; authored 40+ WBR-style narratives at a Fortune 100. Dive Deep mentality — owns the data from extraction to executive readout — and Delivers Results by turning analyses into decisions, not decks. Ready to join an Amazon team as a BIE- or BA-track partner to a Sr. Manager or Director.

## Experience

### Senior Business Analyst, Retail Operations Apr 2023 - Present

Target Corporation Minneapolis, MN

Analytics lead for a \$4.8B softlines category covering fulfillment, returns, and margin health.

- Authored the weekly narrative (WBR-style) read by the VP and 60+ leaders; mechanism adopted org-wide within 9 months
- Discovered a \$2.3M reverse-logistics leak via a 6-system SQL join; fix rolled out to 1,900 stores in 11 weeks
- Built a forecasting model (Python + Prophet) that cut over-forecast error from 14% to 5% across 11 subcategories
- Coached 3 junior analysts on SQL patterns and narrative writing; two promoted within a year

### Business Analyst, eCommerce Jul 2020 - Mar 2023

Wayfair Boston, MA

Partnered with Merchandising and Marketing on a \$1.1B home-goods sub-business.

- Designed and QA-ed 22 A/B tests, 9 of which rolled to 100% for \$6.4M incremental annual revenue
- Built a self-serve Tableau suite adopted by 80+ buyers, replacing 5 manual Excel decks
- Partnered with Finance on MBR prep — cut cycle time from 12 days to 6 by automating SQL-to-narrative pulls
- Surfaced a data-quality bug costing the team 30% forecast accuracy; wrote the RCA read by the Director of Analytics

## Skills

SQL (Advanced)  
Python (pandas, numpy)  
Tableau & Quicksight  
Excel Power Modeling  
A/B Testing  
Forecasting & WBR/MBR  
Data Storytelling  
Stakeholder Communication  
Amazon Leadership Principles

## Languages

English	Native
Hindi	Professional

## Strengths

### Dive Deep

Pulled 18 months of returns data across 6 systems and uncovered a \$2.3M reverse-logistics leak nobody had flagged.

### Are Right, A Lot

Challenged a pricing intuition with a 4-week cohort analysis; the team adopted the opposite move and lifted margin 140 bps.