

# NEETHAN RAJADURAI

nrajadur@uwaterloo.ca | www.linkedin.com/in/neethan-rajadurai | neethanraja.com | (437) 217-4838

---

## SKILLS

- Languages: Python (Libraries: Matplotlib, Pandas, NumPy, Scikit-learn), JavaScript (React, NodeJS), VBA, R, SQL
  - Tools: Figma, AWS, Looker, Tableau, Great Question, Confluence, Mode, Amplitude, PlaybookUX, Jira, Asana, DBT
- 

## PROFESSIONAL EXPERIENCE

### Commercial Product Strategy

Sep 2025 – Dec 2025

FanDuel

- Drove the product launch and feature definition of FanDuel Picks, refining strategy and evaluating product performance through daily KPI tracking, resulting in an 18.34% y/y increase in average user handle
- Conducted market analysis on other betting platforms by quantifying their promotion generosity, feature mechanics, and user incentives, translating findings into product recommendations that supported 26K new user acquisitions
- Defined and prioritized the product roadmap for FanDuel YourWay by analyzing product metrics and developing experimentation plans, translating insights into feature recommendations and backlog priorities that engage users
- Queried datasets of 285.8K users and developed a data analysis tool to generate weekly engagement reports, highlighting under-engaged segments within FanDuel Casino games to recommend offers and inform decisions
- Created detailed PRDs and conducted product reviews for FanDuel Picks, defining product strategy, feature specifications, user experience flows, and acceptance criteria to guide feature development and cross-team alignment

### Quantitative UX Researcher

Jan 2025 – Apr 2025

theScore / ESPN Bet

- Led the implementation of a K-Means clustering project to segment and identify key user personas from 670K+ ESPN Bet users, defining project plans, and delivering targeted UIs that boosted first-time sports betting by 22%
- Designed and implemented prototypes for a chatbot UI feature on ESPN Bet to promote 50K+ monthly queries on betting odds, bet simulations, and constructing parlays, improving the user experience and growing DAUs
- Partnered with teams to implement changes to product features for theScore Bet by reviewing usability acceptance testing (UAT), conducting user interviews, and deploying in-app surveys to identify consumer and stakeholder needs
- Created a Python API to gather user data from Amplitude and Qualtrics to create targeted dashboards and visualizations for design metrics such as NPS (score: 72), SUPR-Q (85th percentile), and C-SAT (94%), uncovering 15+ key UX insights that drove data-backed design improvements, increasing user retention

### Research Analyst

May 2024 – Aug 2024

Canada Revenue Agency (CRA)

- Automated ETL workflows for 30.2M+ tax records using Aginity/SAS (SQL), reducing processing time by 40%
- Applied LLM-powered GenAI workflows to analyze insights from 230K+ tax filer records, using AI-driven summarization and pattern extraction to inform digital filing product improvements and support data-backed decisions

### Data Operations & Product Management Intern

Mar 2021 – Aug 2023

SnapSmile

- Increased engagement by 15% (1.2K to 1.4K MAU) through A/B testing (N=120 users), reducing bounce rate by 22%
  - Translated 5+ high-fidelity prototypes into Java-based interfaces, cutting front-end bug reports by 30% post-launch
  - Collaborated with cross-functional teams to assist in planning, coordinating, and tracking progress of product and marketing initiatives using Jira, helping ensure timely execution during SnapSmile's early-stage mobile launch
  - Drove 500+ active users in 2 weeks (17% above target) through stochastic models and behaviour analytics (8 KPIs)
- 

## PROJECTS

### Stroke Dataset Tool

Aug 2025

- Developed a stroke prediction model achieving 74% accuracy (surpassing baseline by 12%) using Python, linear regression, and K-Nearest Neighbours while processing heterogeneous datasets to identify key correlations
- 

## EDUCATION

### Bachelor of Applied Science in Management Engineering

Sep 2023 – Apr 2028

University of Waterloo

- Extracurriculars: Data Science Club, UW Blockchain, Industry 4.0, UW Management Consulting Club