

Aswathi Rajashekar Nair

Business Analyst - Stamp 1 Visa

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SUMMARY

Results-driven Business Analyst with a foundation in software and technology and hands-on experience delivering data-centric solutions across multinational projects. Proficient in SQL, data visualization, and project management, with a strong track record of transforming complex requirements into actionable insights that drive business impact. Known for bridging technical expertise with strategic thinking, excelling in cross-functional collaboration, and consistently exceeding stakeholder expectations through analytical excellence and innovative problem-solving.

EDUCATION

MSc Business Analytics

2023 | Limerick, Ireland

University of Limerick | Grade 2:1

- Performed Business Analytics Simulation as part of the course, which provided the opportunity to integrate course learnings in a managerial setting through the completion of an online business.
- Recipient of the President's Volunteer Award in 2022 for volunteering for charitable organizations and campus events.

Bachelor of Engineering in Information Science and Engineering

2019 | Bengaluru, India

Visvesvaraya Technological University | Grade 1:1

- Awarded best research paper in the 8th National conference on Recent Advances in Technology and Engineering (RATE – 2019).
- Awarded best project in the project expo 2019 titled IoT-based Smart Energy Monitoring System.

SKILLS

Languages: Python, R programming, SQL.

Business Intelligence & Reporting: Power BI, Excel, Tableau Dashboards, Data Reporting, KPIs, System Requirements.

Data Science and AI: Machine Learning, LLMs, Exploratory Data Analysis (EDA), Data Cleaning, Web scraping, Statistical Analysis, Data Modeling, Data Visualization, Microsoft Co-pilot, OpenAI, Microsoft Office.

Frameworks and Libraries: Scikit-Learn, Pytorch, Numpy, Pandas, Seaborn, Matplotlib.

Soft Skills: Attention to Detail, Analytical Problem-Solving, Effective Communication, Judgment, Cross-Functional Collaboration, Adaptability, Team Management, Business Acumen, Requirement Gathering.

Project Management: JIRA, Agile Methodology (Scrum, Kanban).

Certifications and Courses 📜 : IBM Skill Select - Data Fundamentals, Datacamp - Introduction to R, Tidyverse and Data Visualization with ggplot2, Data Manipulation with dplyr, Correlation and Regression in R, ATS Infotech Learning Solutions - Cross Platform Mobile Application Development, Microsoft MTA - Introduction to Programming Using JavaScript, SkillNation AI Tools.

PROFESSIONAL EXPERIENCE

TEAM LEAD – SALES INNOVATION CHALLENGE FINALIST

Nov 2024 – Feb 2025 | EMEA

ServiceNow

- Led data strategy within a 4-member team, designing predictive analytics workflows and prospecting models using tools like Vainu to increase outreach precision.
- Conducted market segmentation and competitor analysis to position ServiceReach effectively against Salesforce Health Cloud and Microsoft Dynamics 365.
- Defined KPIs and crafted dashboards for tracking outreach performance, enabling data-driven decision-making.
- Contributed to multi-channel campaigns including webinars, video content, and personalized emails, projected to improve response and conversion rates.
- Presented final data-backed recommendations to ServiceNow executives, demonstrating strong analytical and presentation skills.

SALES ASSOCIATE

Oct 2021 – Mar 2024 | Limerick, Ireland

Centra

- Used data reporting tools to analyze sales trends and customer feedback, leading to strategies that boosted monthly sales by 25%.
- Demonstrated strong attention to detail and judgment in handling customer interactions and identifying upselling opportunities enhancing customer satisfaction.

PROJECT ENGINEER

Sep 2019 – Jul 2021 | Bengaluru, India

Wipro Technologies

RAPIDS Digital Experience Platform (Client: Ericsson)

- Led the development of a Digital Experience Platform (DXP) application using Angular7, improving user engagement by 30% through optimized business intelligence dashboard, integrated with Power BI and Tableau to track KPIs—boosting customer satisfaction by 25%.
- Conducted data analytics and data validation for ETL processes using Python, reducing manual data processing time by 50%.
- Performed exploratory data analysis (EDA) and data cleaning to increase data accuracy, enabling better performance insights.
- Developed and maintained custom data collection and reporting systems, leveraging SQL to enhance data modeling and insights generation by 30%.

Communications DSP2020 (Client: Saudi Telecom Company, T-Mobile, Government of Gujarat)

- Engineered and deployed custom REST APIs using Magento and SQL, facilitating a 40% increase in data transfer efficiency between external apps and internal systems—reducing integration time by 50%.
- Managed and optimized AWS EC2 server infrastructure, achieving 99.9% uptime with auto-scaling and load balancing. Employed Git for version control and JIRA for task tracking, resulting in a 20% faster delivery rate.
- Led and mentored a 4-member engineering team, resolving 95% of technical issues within SLA. Automated server monitoring using Python, reducing manual troubleshooting efforts by 30%.

PROJECTS

- Econometric Analysis on the Relation Between AIDS Cases Over Time and Vitality Rate
- SimVenture Business Simulation: Bicycle Manufacturing Strategy
- Machine Learning-Based Inconsistent Data and Intrusion Detection

LEADERSHIP & VOLUNTEERING

University of Limerick Equality Officer - ULPSU

To emphasize the importance of highlighting all voices within the UL woman and Queer community and work with my team in organising events and running campaigns to promote equality on campus.

Shine a Light

Prosperity in People Foundation 'Shine a Light' initiative: Distributed readymade care packs among the underprivileged in Dublin