



# Ramitha Ramdas

## Business Analyst

I am a strategic and result-driven Business Analyst at Leap Finance with around 3 years of EduTech and FinTech experience in business operations, analyzing trends, and establishing mechanisms for cross-functional teams to consume customer insights to improve engagement along the customer life cycle. I am equipped with excellent communication skills and love to explore and make a career path in business analytics.

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## WORK EXPERIENCE

### Business Analyst

#### Leap Scholar/ Leap Finance

05/2022 - Present

Bangalore, India

##### Achievements/Tasks

- Product Solutioning and development of several business critical projects whilst maintaining a high bar on quality.
- Identify, analyze and interpret trends or patterns in complex data sets and present finding using analysis and visualization tools.
- Building dashboards and reports for various teams and hence helping in the faster decision-making process.
- Good hands-on experience with platforms/tools like ZohoCRM, Zoho Analytics, Metabase, Data Studio, and Google Sheets

### Business / Quality Analyst

#### WhiteHat Education Technology Pvt Ltd

06/2021 - 05/2022

Mumbai, India

##### Achievements/Tasks

- Support with outstanding critical escalations to ensure resolutions and drive them to closure.
- Plays a major role in the Quality Management system by conducting technical audits.
- Developing customer segmentation models to improve the efficiency of marketing and product campaigns.
- Preparing internal reports for executive leadership and supporting their decision making.
- Analyse data, derive insights and embed it into Business actions.
- Work with cross functional teams.

## SKILLS

Business Analysis

Data Studio

Data Analysis

Google sheets

MySQL

Zoho Analytics

Metabase

PostgreSQL

Zoho CRM

Business Process Improvement

Critical & Analytical Thinking

Data Visualization

Business Intelligence

Database Management

Python

JIRA

MS PowerPoint

MS Word

## KEY ROLES HELD

Phenomenal Player Award : Owned and executed the product solutioning and development of several business critical projects which helped minimize applications going on hold and rejections by ~30+%

Analytical lead of the Funnel QA team at Whitehat Jr

Marketing Event Coordinator of the National Level Management Fest organized by the college (2019).

Website Coordinator of the National Level Management Fest, "Tarang'19" organized by the college (2019).

WIE (Women in Engineering) Chairperson of IEEE (Institute of Electronics and Electrical Engineers) Group in the College (2017-18).

Joint Secretary of IEEE Group in the college (2016-17)

Registration Coordinator in the National Level Technical Fest organized by the college (2017).

## WORK EXPERIENCE

### Operations Executive

WhiteHat Education Technology Pvt Ltd

09/2020 - 06/2021

Mumbai, India

#### Achievements/Tasks

- Supports the company to maintain the process flow by resolving the issues and concerns raised from clients and related managers.
- Top customer service and experience while ensuring their inquiries were answered.

### Data Analyst Intern

Federal Bank

10/2019 - 01/2020

Kochi, Kerala, India

#### Achievements/Tasks

- Trend Analysis of the customer life cycle of the existing as well as new customers to prompt the digital product's usage.
- Research in delivering a reliable indication about the communications passed from the bank towards the customers for the awareness and promotion of its products and services.
- Helped in structuring the communications/alerts based on the different stages of the customer's banking life cycle thereby helping to frame a proper structure for the communication and marketing process.

### R&D and Marketing Intern

Qoruz- AI Driven Influencer Marketing Platform

05/2019 - 07/2019

Bangalore, India

#### Achievements/Tasks

- Research and Development to expand the sales and services of the company to Southeast Asian countries (Malaysia, Singapore and Indonesia). Discovering the vendors to explore the influencers. Finding the reseller partners and data marketing agencies in these countries.

## EDUCATION

### Master of Business Administration

National Institute of Technology, Calicut

06/2018 - 05/2020

Calicut, Kerala, India

#### Courses

- Major in Business Analytics and Marketing

### Bachelor of Technology

Government Engineering college, Palakkad

08/2014 - 05/2018

Palakkad, Kerala, India

#### Courses

- Major in Information Technology

## LANGUAGES

English

Full Professional Proficiency

Hindi

Professional Working Proficiency

Malayalam

Native or Bilingual Proficiency