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## SUMMARY

Results-driven Data Analyst with hands-on experience in handling and analysing Marketing and Financial Services data to uncover valuable insights. Leveraging advanced analytics and a keen understanding of industry trends, I deliver data-driven strategies that optimize performance, improve decision-making, and drive business growth across diverse sectors.

## EDUCATION

**Sri Vasavi College, Erode, Tamil Nadu (July 2005 – May 2008)**

Master of Computer Application (First Class with distinction)

## TECHINICAL SKILLS

Skills	Language/ Tools
Database services	MYSQL, SPSS
Visualization Skills	PowerBI, Excel
Domain Knowledge	Marketing Analysis

## BUSINESS EXPERIENCE.

### **Holistic Brand Guidance (HBG) - Senior Lead**

- Collaborated with the Support and Automation team to streamline processes, enhancing overall workflow efficiency.
- Developed scripts to automate the preparation of the survey MDD, significantly reducing manual effort and errors.
- Implemented semi-automation by standardizing common survey questions, enabling efficient reuse across multiple surveys and improving accessibility.
- Optimized data handling procedures, resulting in faster survey script generation and more accurate data collection.
- Led the integration of automation tools that reduced scripting time by 80%, contributing to higher productivity and accuracy.
- Troubleshoot and resolved automation issues, ensuring seamless functionality and consistent delivery of high-quality outputs.
- Trained team members on the new automation processes, ensuring smooth adoption and continued operational improvements.
- Regularly collaborated with cross-functional teams to gather requirements and tailor automation solutions to meet specific survey needs.

**Added Advantage:**

- The semi-automation script minimizes manual intervention, significantly streamlining the survey script creation process.
- 80% of the scripting is automated, requiring only a simple selection of options/inputs in the popup window.
- This approach reduces scripting time and minimizes errors, enhancing overall efficiency and accuracy.

**BOWKER (Related to Book usage) – Lead Consultant - (4 years)**

- Cleaned and maintained databases according to specified cleaning instructions.
- Updated monthly changes based on the latest questionnaire and table specifications.
- Prepared weekly marker variables, as well as monthly and quarterly variables.
- Generated yearly, rolling 3-month, and rolling 12-month variables.
- Delivered formatted Survey Reporter files tailored to client requirements.

**Achievements & Awards**

- Received best individual performer (Annual) KOPA award.
- Received Outstanding Quality in the year 2013 - 2017 for achieving 100% issue free, Quality and billing more than target hours in TNS-Global Ltd in Hyderabad.
- Received Partnership award from UK for Shell and Heineken Projects.
- Received Extra Miller award for providing the TOM support across the team in TNS-Global Ltd in Hyderabad
- Received Golden Pyramid Award (GPA) team award in UGAM Solutions SEZ. Pvt. Ltd., Coimbatore

**Reference****Subramani A – Data scientist**

Successfully completed Data Analytics Project with his guidance for past 6 months

<https://www.linkedin.com/in/subramani-arumugam-14100b169/>

**Colleague Contact**

**Mahender Kothapeta – Senior Lead** (+91-9493389256)

**Open Source Contribution**

- Github : <https://github.com/EKSathesh>