**K SATHESHKUMAR** | +91-8125210328 | [satheshmca05@gmail.com](mailto:satheshmca05@gmail.com)

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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.
* Troubleshot 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 Contibutation

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