Gandhimathi Gandhinathan

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EDUCATION

Santa Clara University, Leavey School of Business - MS in Business Analytics	Sept 2023 - Dec 2024
Chennai Business School - PGPM Marketing & Communication	Dec 2016 -Dec 2017
University of Madras - Bachelor of Commerce	June 2013 - June 2016

SKILLS

Languages / Tools: R, SQL, Python, Tableau, Excel ,Pandas, NumPy, Matplotlib, Seaborn & Other Microsoft suites.

Data skills & Techniques:Linear Regression,Data Visualization,Data Analysis,Database management, Statistical analysis.

Soft Skills : Communication skills, problem-solving, and critical thinking skills,time management,.

PROFESSIONAL EXPERIENCE

Pando Electric, -Sunnyvale, CA - Business Development Manager Intern　　　　　June 2024 - Sept 2024

- Developed a dashboard to track leads to sales, enhancing visibility and management of sales pipelines, and generated detailed reports on campaign performance and key metrics, presenting insights and recommendations to senior management to drive strategic decisions and improve future campaigns.
- Designed, executed and analyzed targeted email marketing campaigns for the top 20 firms on the NMHC, utilizing HubSpot for audience segmentation, A/B testing, and performance monitoring.

SOFTGEL HEALTHCARE PVT LTD, India -Business Analyst　　　　　Jan 2021 - Dec 2022

- Led process optimization initiatives, utilizing analytical skills to evaluate and enhance revenue management practices based on IQVIA data for pricing strategies.This project effort resulted in a 2% increase in profit margins within a year.
- Established and managed the LATAM operations division, showcasing effective communication and strategic planning skills by implementing a product pyramid strategy that significantly boosted market share in the LATAM region.

MADRAS FOILS, India - Entrepreneur　　　　　Dec 2017 - Dec 2020

- Applied problem-solving skills to overcome timely delivery issues in the textile bag manufacturing sector, innovating the production process with a newly implemented scheduling and color allocation system.
- Utilized analytical thinking to enhance machine efficiency and introduced incentives for night shifts by implementing time management, capitalizing on reduced electricity costs,which led to a 7% year-over-year increase in profits.

PROJECTS

Practicum at Cloudera - Santa Clara University

Analyzed historical GitHub data using ARIMA models to evaluate key metrics such as commits, contributors, forks, and stars, identifying the next big open-source projects in AI and big data domains.Conducted predictive analysis to identify top projects like MinIO, Trino, and H2O-3, showcasing strong community engagement and reliable forecast metrics.Developed ML models to predict the success of projects, utilizing regression models, decision trees, and ensemble methods. Provided actionable insights and recommendations for strategic investments in promising projects.

Tableau for Spotify Dashboards- Santa Clara University

Developed interactive Tableau dashboards to visualize Spotify data, showcasing insights into user behavior, song popularity, and listening trends. Utilized advanced Tableau features such as calculated fields, parameters, and custom charts to enhance analytical depth.Integrated and cleaned large datasets from multiple sources to ensure data accuracy and reliability. Analyzed patterns in user behavior and song popularity to provide actionable insights for stakeholders.

Optimization for Travel Itinerary in Prescriptive Analytics- Santa Clara University

Applied prescriptive analytics techniques and linear programming algorithms to optimize travel itineraries, enhancing efficiency and reducing travel costs. Incorporated constraints such as time limits, meal schedules, and sequence requirements to create feasible itineraries. Collected comprehensive data from sources like Google Places API and Yelp, including distances, ratings, and reviews for tourist spots, restaurants, and hotels. Conducted scenario analysis and validated results to ensure practical feasibility and improve travel planning. This approach resulted in optimized travel plans that balanced travel efficiency with an enjoyable experience for tourists.