Dhamini Deepthi

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# About

Experienced Workforce Management Analyst with over 6 years in scheduling, forecasting, and capacity planning for Amazon and Deliveroo. Proven expertise in utilizing diverse resources and analytical strategies to meet company goals. Highly organized with strong critical thinking, problem solving, and planning abilities. Skilled in forecasting tools and reporting data driven solutions in dynamic environments. Looking out for a challenging and ownership role in Retail Corporate Industry.

# Area of Expertise

# Workforce Scheduling Workforce Forecasting Capacity Planning Program Management

# Data Analysis Strategic Resource Allocation Workforce Management Stakeholder Consultant

# Tools and Applications

**Cloud Database** **Automation Tools**  **Inferential Tools**

* ETL Selenium, Web scrapping Quick sight
* Amazon Redshift Advanced Python Tableau
* Amazon S3 Playwright Power BI

**Database & Data Management** **End to End Tools** **Ticketing Tools**

* SQL Nice IEX Zendesk
* NOSQL Aspect Kibana
* PostgreSQL Teleopti

**Strategic Reports** **Statistical Analysis** **Analytical Tools**

* SLA Compliance Inter programing optimization Workday Adaptive Planning
* Budgeting Actual Labor Simulation Modeling Palisade and RISK
* Performance and Utilization ARIMA Models Genesys
* Retention Analysis Survival Analysis Solver

# Experience

Deliveroo Pvt ltd., *United Kingdom* *Workflow Analyst Nov 2022 – March 2024*

* Analyzed large, complex datasets using **Zendesk, Sales Force, and Amazon Connect** to identify customer behavior trends and seasonality in **Europe**, the Middle East, and APAC regions.
* Created detailed resource planning reports with **data visualization** tools like **Quick Sight and Tableau** to communicate findings and recommendations to management and stakeholders.
* Utilized **internal IEX and NICE WFM** to monitor and report on **KPIs** related to staffing, adherence, SLAs rates.
* Identified potential risks related to scheduling, attendance, and **PTO requests**, ensuring smooth operation of the workforce management system.
* Developed a **comprehensive playbook** to maintain company policies and procedures related to workforce management, ensuring compliance with **regulatory requirements**.
* Suggested ways to drive Voluntary Time Off (VTO) or Extra Hours during schedule review meetings and coordinated with **Senior Leadership in weekly review** meetings to address potential gaps post schedule finalization.
* Conducted weekly meetings with stakeholders and vendor managers to review **schedules against demand intervals**, identify gaps, and recommend proactive schedule changes.
* Proposed alternative **scheduling methodologies to WFM Leadership**, particularly for the Ramadan period in Middle Eastern regions, collaborating with Resource Planning and Operations to proactively schedule new hires.
* Revised forecasts and conducted **capacity planning to ensure optimal staffing levels**, utilizing tools like **Genesys (PureCloud)** and automated call distribution systems.
* Managed the **End-to-End WFM process**, from **forecasting workload to automating and maintaining reports**, reducing administrative overhead and improving efficiency.
* **Deployed cloud-based reports using AWS S3** and automated tools to enable root cause analysis and streamline reporting processes.
* Defined requirements and used data and metrics to draw business insights, enhancing decision making processes.
* Managed off boarding processes for former agents from **CBH systems**, ensuring data accuracy and system integrity.

Amazon Pvt Ltd India., *Program Manager WFM* *Feb 2020 – Sep 2022*

* Developed and implemented forecast models and capacity plans for resource allocation across organizational workflows.
* Successfully onboarded four new workflows, collaborating with stakeholders to enhance intake processes, implement new KPIs, tools, and SOPs, and create user-friendly scorecards to track internal productivity metrics.
* Generated internal demand requirements and monitored the development and distribution cycles for efficient resource allocation.
* Led a team of four Real-Time Analysts (RTAs) and two Workflow Analysts, utilizing Agile methodologies and statistical tools for business reporting to drive quality and process improvements for both internal and external partners.
* Set performance goals for team members and provided regular feedback to help them achieve these targets.
* Planned and launched agent adherence, NPT, and utilization reports, resulting in a 30% increase in employee adherence and utilization.
* Created and maintained CSA shift schedules to align with short-term forecast requirements and meet service levels (SLs).
* Tracked adherence to AHT (Average Handling Time), AUX (non-productive time limits), and CSA productivity, escalating areas needing development or recognition.
* Maintained the CSA skill matrix for the site, managed CSA profiles in the ACD system, and planned seating and transportation for site skills.
* Connected and networked with relevant stakeholders, including operations management, process improvement, quality assurance, customer experience, and delivery experience teams.
* Supported leadership roles by maintaining accurate records of planned and required headcount across skills/OU/mediums, tracking skill movements and attrition to aid in decision-making regarding internal movements, job postings, and hiring plans.
* Automated and maintained reports for service level misses, including tools for root cause analysis and corrective action planning.
* Developed self-service solutions for primary stakeholders to reduce administrative overhead, increasing time for value-adding activities and enhancing team scalability for future challenges.

Groupon pvt ltd India., *Real time Analyst*  *Sep 2017 –Nov 2019*

* Managed real-time inbound/outbound phone, chat, email traffic across multiple contact center locations and maintained service level and other metrics.
* Optimized schedules at an intraday level and applied corrective actions if the realization deviates from the forecast and maintained the key metrics.
* Performed ad hoc reporting and analysis to identify process footprints and study key performance indicators to improve overall performance of call center.
* Extracted, compiled, tracked and analyzed data using Tableau to generate reports for Weekly and Monthly Business Reviews.
* Lead the WFM part in daily Operational and Business review calls along with WFM Leadership, Stakeholders, Operations and Vendor Manager

# Achievements

* Automated report to maintain all channel (Phone, Chat, Email) KPI metrics on a Global Daily Service Level doc at regular intervals using Python – Reducing the man power duration of 1.5 hours a day. (45 hours per month which led to a yearly saving of $10668)
* Data collaboration with Adherence, Utilization and NPT report by pulling data via Amazon Redshift and ODBC data connections.
* Using SQL extracted data of email volume for all countries from all LOBs and assigned in a tabular form to trigger an email to Stakeholders and Workforce Leadership team using Quick sight

# Education and Certification

Sriram Engineering College – Chennai India

Bachelors in Computer Engineering with Distinction Jun 2015

Lean Six Sigma Green Belt Official Certification Aug 2022

Henry Harvin Education ISO 29990:2010 Certified Recognition from UKAF, UKCert.

Business Analytics with Python Jun 2023

# Hobbies

* Travel for food and wild life
* Fitness Training

# Proficient Languages

* English
* Tamil