

Mamatha V

Senior Business Research Analyst

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📍 Bangalore 🌐 [linkedin.com/in/mamathav](https://www.linkedin.com/in/mamathav)



To secure a challenging job in an organization where I can apply my knowledge and can effectively contribute, learn and grow professionally.

Professional Experience

Foundry, Senior Business Research Analyst

2021 – present
Bangalore, India

- Sourcing Data based on Requirements using different platforms like Sales nav and other online sources. using ABM or criteria provided
- Identify valuable data sources and automate collection processes.
- systematically collecting, processes, and performs statistical analyses on data sets, responsibilities include: Data Cleaning and Preparation, This involves filtering the data, handling missing values, and preparing the dataset for analysis to ensure accuracy and relevance

Home Plus Reality, Senior Manager – Pre Sales

2020 – 2021
Bangalore, India

- Maintaining Master files, Generating Leads from marketing Activities, Like online Portals, Adds, Offline marketing
- Data management activities, Business Development, Marketing Activities

Assetz Property Group, Senior Executive - Marketing

2019 – 2020
Bangalore, India

- Develop an Email Campaign
- Create a User-Friendly Website
- Pay-Per-Click Advertising
- Create and Post Valuable Blog Content
- Host Virtual Tours
- Outsource When Needed
- Create a Strong Company Presentation
- Ask for Referrals running campaigns on same
- Create a Social Media Marketing Strategy

Puravankara Projects Limited, Senior Executive - Pre Sales

2018 – 2019
Bangalore, India

- Analyze Clients Requirement to determine whether it is considered delinquent
- Prepare and send notifications of payments past due to Clients
- Place phone calls to Clients to remind them of payments and account balance
- Interact with financial institutions for providing documentation
- Timely payment collections from the customers as.
- Maintaining and updating records of Clients interactions for Service given

Change Agents PR (Orcube Media Workx Pvt Ltd),

Assistant Team Lead - PR

2013 – 2018
Bangalore, India

- Responsible for client servicing, people management and crisis management for successful growth of the company
- Heading entire PR accounts and operations process
- Handling a team of 5 members – Bangalore
- Monitoring media trends to leverage client expertise
- Regular Client and Media Meetings along with the sub-ordinates
- Ideating story pegs and coordinating media interactions
- Business Development

SERCO BPO, Tele Sales Executive

2011 – 2013
Bangalore, India

- Telemarketing
- To make telephonic calls and schedule appointments on leads
- Fast-paced and be able to thrive under pressure.
- Strong communication skills.

Education

Kuvempu University, B.COM

2012
Bangalore, India

Karnataka Board, PUC (Commerce)

2006
KGF, India

Karnataka Board, SSLC

2002
KGF, India

Certificates

- Google - Generative AI
- Hero Vired-Accelerator Program In Business Analytics And Data Science

Languages

English • Kannada • Hindi • Tamil • Telugu

Projects

SQL, FDA Data Dictionary

Designed and implemented SQL database solutions for efficient data management, ensuring data integrity and optimal performance. Developed complex queries, stored procedures, and views to facilitate seamless data retrieval and manipulation. Utilized SQL to analyze and extract insights from large datasets, supporting informed decision-making processes.

PowerBI, On AirBnB

Created interactive dashboards and reports using Power BI, visualizing complex data sets to drive actionable insights and decision-making. Developed data models, transformed raw data into meaningful metrics, and implemented advanced analytics to uncover trends and patterns. Collaborated with stakeholders to understand requirements and deliver tailored solutions, optimizing data visualization for maximum impact

Phython

Designed and implemented Python-based solutions for various projects, including data analysis, machine learning, and automation tasks. Developed algorithms, scripts, and applications to process, analyze, and visualize data efficiently. Collaborated with cross-functional teams to identify needs and deliver scalable solutions, leveraging Python libraries such as NumPy, Pandas, and scikit-learn for effective problem-solving

Skills

Data Analyst

Proficient in data analysis techniques, including statistical analysis, data mining, and data visualization. Experienced in extracting, cleaning, and transforming data from diverse sources. Skilled in using analytical tools such as Excel, SQL, and Python to derive actionable insights. Strong communication and problem-solving abilities. Continuously seeking opportunities to enhance data analysis skills and stay updated with industry trends.

Analytical Thinking

Excel in analytical thinking, leveraging data-driven insights to inform strategic decision-making and problem-solving processes. Proficient in identifying trends, patterns, and opportunities through thorough analysis of complex data sets. Adept at applying critical thinking and logical reasoning to evaluate alternatives and make well-informed decisions. Strong communication and presentation abilities to articulate findings and recommendations to key stakeholders effectively.

Project Management

Seasoned project manager adept at leading cross-functional teams to successful project completion within scope, budget, and timeline constraints. Proficient in project planning, scheduling, and resource management. Skilled in risk management, stakeholder communication, and conflict resolution to ensure project objectives are met. Strong leadership, organizational, and problem-solving skills with a proven track record of delivering high-quality results.

Tools

Proficient in a variety of data analytical tools including Excel, SQL, Python, R, and Power BI. Skilled in extracting, cleaning, and analyzing data to derive actionable insights. Experienced in creating interactive dashboards and reports to visualize complex data sets effectively. Familiarity with statistical analysis, data mining techniques, and machine learning algorithms to uncover patterns and trends. Continuously expanding toolset and staying updated with emerging technologies to enhance data analytical capabilities.

Declaration

I do here by declare that the information furnished above is true to the best of my knowledge.

Mamatha V
Bangalore