

Swati Bharani

Analytics Professional - Transitioning to PM

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SUMMARY

Data-driven professional with 7+ years of experience in consulting and product analytics. Expert at translating complex data into growth narratives, with a proven track record. Transitioning into Product roles with a focus on leveraging analytical rigor to drive strategic product decisions.

EXPERIENCE

Consulting - Data Visualization, Research and Storytelling

Remote

03/2022 - Present

- Collaborated across global data communities ([Data Visualization Society](#), [Cartographic Society](#)) to conceptualize, prototype, and publish data stories.
- Completed a spatial analysis project on healthcare accessibility in Himachal Pradesh, using QGIS to map hospital distribution and identify access gaps under guidance of [Victoria Johnson](#) [[Link](#)]
- Developed a creative data story on the antics of diamond affordability under [Kat Greenbrook](#) [[Link](#)]
- Developed an [editorial pitch](#) and interactive visualization from the Time Use Survey project; the pitch was selected by *The Hindu* editorial team but not ultimately published [[Link](#)].
- Built [Rooted Perspectives](#), a YouTube channel focused on long-form, research-driven explainers of socio-political topics using structured storytelling; videos have received 1.7K+ views.
- Conducted early product research at [Disha AI](#), around landscape study of AI tutor personas and a review of login and onboarding patterns across major B2C EdTech platforms to inform improvements to OTP-based sign-up flows.
- **Tools:** R/Pandas, QGIS for mapping, Datawrapper, Figma & Adobe Illustrator for visualization

Career Break

Goa

07/2021 - 02/2022

Business Analyst

Bengaluru

YourStory Media

09/2020 - 06/2021

- Owned data instrumentation, analysis and reporting for *The CapTable*, a new subscription product, enabling end-to-end funnel visibility from onboarding to subscription.
- Leveraged event-level tracking to identify drop-offs in the user journey and inform content and layout changes, resulting in a ~1.6x increase in pageviews per session.
- Created a reporting pipeline for Google Ad Manager data, analyzing performance across ad-slot sizes to improve ad revenue yield.
- **Tools:** Google BigQuery, SQL, Google Data Studio, Google Tag Manager

Data Analyst

Bengaluru

RentoMojo

10/2018 - 07/2019

- Drove churn reduction initiatives across the rental lifecycle, identifying high-value user cohorts
- Build automations in R to consolidate various SQL queries regarding a product's journey from warehouse into a single-click dashboard.
- Quickly learnt Apache Spark in **under a month** for large-scale data queries - improving speed by **4x**.
- **Tools:** R, PostgreSQL, Apache Spark, Excel

Senior Actuarial Analyst

Gurugram

Mercer Consulting

10/2014 - 04/2016

- Worked on pension liability valuations and actuarial gain/loss analysis for clients across Southeast Asia, supporting IFRS reporting and shareholder disclosures.
- Built Excel/VBA automations to streamline recurring actuarial calculations and reporting workflows.

EDUCATION

Technology Associate for Database Fundamentals - SQL

2017

Microsoft Certification

Financial Risk Management (FRM) - Level 1

2017

Global Association of Risk Professionals, US

CT-1, 3, 7, 9 - Financial Mathematics, Economics, Statistics, Business Strategy

2013 - 2016

Institute and Faculty of Actuaries, UK

Bachelors in Business Economics

2011 - 2014

University of Delhi