Swati Bharani

Analytics Professional - Transitioning to PM

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SUMMARY

Professional with 7+ years experience, spanning actuarial consulting, data analytics, and data storytelling, with a consistent focus on translating complex information into clear insights and narratives. Now, transitioning into product roles.

EXPERIENCE

Consulting - Data Visualization, Research and Storytelling

📅 03/2022 - Present   📍 Remote

- 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 (details in projects section)
- Developed a creative data story on the antics of diamond affordability under Kat Greenbrook
- Developed an editorial pitch from the Time Use Survey project that was selected by *The Hindu* editorial team, though it was not ultimately published. [Links]
- Built Rooted Perspectives, a YouTube channel simplifying socio-political topics through structured storytelling. Reached 7k impressions and 1.7k views in 6 months.
- **Tools**: R/Pandas, QGIS for mapping, Datawrapper, Figma, Adobe Illustrator for visualization, Figma

Career Break

📅 07/2021 - 02/2022   📍 Goa

Business Analyst

YourStory Media

📅 09/2020 - 06/2021   📍 Bengaluru

- Owned data instrumentation, analysis and reporting for *The CapTable*, a new subscription product, enabling end-to-end funnel visibility from onboarding to subscription.
- Built and maintained dashboards used by editorial and marketing teams to understand subscriber behavior and inform content and growth priorities.
- 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

RentoMojo

📅 10/2018 - 07/2019   📍 Bengaluru

- Drove churn reduction and retention analysis initiatives; identified high-user cohorts.
- Build automations in R to consolidate a product's journey into a single-view dashboard.
- Quickly learnt Apache Spark for large-scale data queries - improving speed by 4x.
- **Tools**: R, PostgreSQL, Apache Spark, Excel

Senior Actuarial Analyst

Mercer Consulting

📅 10/2014 - 04/2016   📍 Gurugram

- 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

Bachelors in Business Economics

University of Delhi

📅 2011 - 2014

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

Institute and Faculty of Actuaries, UK

📅 2013 - 2016

Financial Risk Management - Level 1

Global Association of Risk Professionals, US

📅 2017

Technology Associate for Database Fundamentals - SQL

Microsoft Certification

📅 2017