

# Tamizharasu Gangatharan

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## Summary

A Computer Science graduate with a passion for Data Science & Analytics and ~3 years of experience working in a horizontal team helping various BUs with insightful reports, dashboards and predictive models.

## Experience



### Senior Data Analyst - Product Analytics

*Freshworks*

Apr 2021 - Present (8 months)

- Conceptualized and built Product Adoption Models to measure feature adoption standards and scaled it across a suite of in-house products which helped predict churn and improve conversion rate metrics
- Built data pipelines & advanced data models to provide product adoption insights to various internal BI tools
- Built dashboards to help the CSM and DAP teams understand the customer personas and increased the potential retention rate by a calculated estimate of 30 %
- Delivered insights through reports & PBI dashboards to help the product management teams make data driven decisions and drive higher adoption and conversions
- Built a feature recommendation engine which ties the product adoption levels to customers' KPIs in order to improve the overall adoption rate of the product based on various customer attributes and feature usage levels.
- Developed an upsell prediction system for farming teams to help them pursue customers with higher upsell opportunities



### Data Analyst - Product Analytics

*Freshworks*

Jun 2019 - Mar 2021 (1 year 10 months)

- Product Health Score - Built and deployed a random forest classifier for predicting the customer churn propensity based on product usage metrics with an estimated average accuracy of 85%
- Text Analytics - Delivered periodical reports on support ticket themes.
- Revenue Analysis & reporting across different customer cohorts
- Product Onboarding - Built dashboards to continuously evaluate the feature usage trend and select essential onboarding features for a product re-launch
- Built ETL pipelines from HDFS to Snowflake and created various Power BI dashboards to help product managers and marketing managers make data-driven decisions



### Intern - Marketing Analytics

*Freshworks*

Dec 2018 - May 2019 (6 months)

- Web Scraping & Sentiment Analysis with Python
- Keyword Analysis for Data-driven SEO optimization
- Social Media Growth Trend Analysis

## Education



**Sri Venkateswara College of Engineering**

Bachelor of Engineering, Computer Science

2015 - 2019

## Licenses & Certifications



**Data Analyst - Udacity**



**Android Development - HP**

## Skills

Python • Machine Learning • SQL • Google Analytics • Microsoft Power BI • Data Analytics •  
Apache Impala • Hive • Snowflake