

LOGESHWARAN SEKAR

Data Analyst

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Summary

Data Analyst with 2.5 years of experience in Data reporting, Data Visualization, and RDBMS. Experienced in SAS, MySQL, Tableau, AWS Redshift, Data Warehouse, SFDC, and Python. Skilled in identifying opportunities for efficiency and developing proposals for solutions. Resourceful and independent learner with excellent communication skills.

Work Experience

IDFC First Bank (SquareOne Technologies)

Chennai, India

Data Analyst

12/2023 - 05/2024

- Managed retail liabilities data to align with enterprise data standards and interpretation to meet business requirements resulting in accurate and TAT wise.
- Developed and maintained Anti Money Laundering, Regulatory data structures and optimizing SAS(SQL) query resulting business requirements and handling more than 1 million transaction data as per (T-1) day.
- Maintained integrity of IDFC First Bank data through data management and cleansing resulting in 99% accuracy rate.
- Built and published 20+ customized interactive tableau reports and dashboards along with data refresh scheduling using Tableau Desktop and Tableau Server.
- Created branch scorecards and dashboards using charts, graphs, scatter plots, geographical maps, and other visualizations to show inflow, outflow, and customer transactions through tableau with end-users and visualize core business KPIs (e.g. Corporate Salary and Incentive).
- Gathered business requirements, data mapping, data quality analysis, UAT, working in conjunction with the data warehouse team on the development of logical models.
- Intermediate ETL experience extracting data from databases, flat files, Excel, and web applications.

Tata Consultancy Services

Chennai, India

Data Analyst

01/2022 - 09/2023

- Worked for USAA Banking in BFSI Unit and managing daily MIS, Ad hoc reports, and Audit in TAT wise.
- Creating Queue Wise Performance dashboard for Clients across 5+ (Pune, Hyderabad, San Antonio, Guadalajara, and Chennai) locations that shows a summary of Received and completed backlog volume and Aging Split, associate-wise split, Quality scores, and resolving.
- Created SLA wise Quality Dashboard showing Trend of Errors, 95% Accuracy, Associate process Errors, and Top contributing errors, identified 10+ KPIs with outlined objectives and consistently monitored them.
- Experienced in (MySQL Workbench Ver.8) including proficiency in database creation, querying, and optimization. Used index, views & stored procedures to provide structured data to business units by combining 10TB of data. Familiar with database design principles and normalization.
- Collecting, creating, altering, and updating large datasets to store client information, deceased member data, and personal details.
- Designed predictive models using regression analysis, clustering, classification, and 10+ other advanced statistical techniques to support business decision making.
- Analyzed data from salesforce CRM and web analytics to identify opportunities for 10+ new services that drove annual revenue by 300\$K in the first year of implementation.

Education

Shri Ramakrishna Mission Vivekananda College

Chennai, India

B. Com (Statistics & Quantitative Techniques)

2018 - 2021

C.G.P.A: 7.05/10

Projects

Project 1: RBI & Regulatory

01/24 - 03/24

Keys & Responsibilities:

- Built out the RBI Regulatory data and reporting infrastructure from the ground up using Tableau and SQL to provide real-time insights for the IDFC First Bank products.
- Implementing a robust backup and recovery strategy using Oracle SQL and SAS to minimize data loss risk and ensuring quick recovery in case of failures.
- Resolved database related issues promptly through root cause analysis and collaboration with team members, minimizing downtime and improving system reliability.
- Developing and maintaining IDFC First Bank databases by acquiring data from RBI primary and secondary sources and building scripts that will make our data evaluation process more flexible or scalable across data sets.
- Researched, compiled, analyzed, and reported various operational regulatory data from multiple sources.

Project 2: AML & Claims (USAA)

04/23 - 06/23

Keys & Responsibilities:

- Analyzed USAA AML dataset using Python's pandas Library, performed data cleaning, aggregation, and visualization, and created findings using simple charts and graphs.
- Creating a Dynamic Daily Dashboard and Data Modeling using Power BI that reflects Process Incoming volume, Complete Volume, Backlog by Aging, and Associate performance.
- Create and process SQL queries for generating actionable insights for P&C Queues for upfront processing by associates.
- Using MySQL cleaned and preprocessed the dataset to handle missing values, outliers, and inconsistencies.
- Delivered actionable insights and format by creating DAX Functions and Power BI Dashboards, Visualizations.
- Improved fraud prediction performance by using random forest and gradient boosting for feature selection with python.

Project 3: Property & Casualty (USAA)

07/22 - 11/22

Keys & Responsibilities:

- Utilized Python libraries such as Pandas & NumPy to analyze large data sets, resulting in a 15% increase in data accuracy.
- Developed & implemented Python scripts to automate data processing tasks, reducing data processing time by 50%.
- Collaborated with cross-functional teams to develop and deploy Python-based dashboards using tools such as Power BI, resulting in improved data accessibility and increased stakeholder engagement.
- Worked on data that was a combination of structured and unstructured data from multiple sources and automated the cleaning using python scripts.
- Worked on development of data warehouse, data lake and ETL systems using relational and on relational tools like SQL, NoSQL.

Project 4: Tata Neu

02/23 - 03/23

Keys & Responsibilities:

- Utilized Tata Neu customer dataset from (2022-2023) containing historical transaction data, demographic information, and customer reviews. The goal was to analyze the data, segment customers into distinct groups, and build predictive models to forecast future purchasing behavior.
- Using MySQL cleaned and preprocessed the dataset to handle missing values, outliers, and inconsistencies.
- Conducted exploratory data analysis (EDA) to gain insights into the distribution of variables and identify patterns.
- Utilized clustering algorithms such as k-means and hierarchical clustering to segment customers based on their purchasing behavior.
- Prepared comprehensive reports summarizing the project methodology, findings, and recommendations for stakeholders.
- **Outcome:** Successfully segmented customers into distinct groups, enabling targeted marketing strategies. Developed predictive models with an accuracy of over 85%, providing valuable insights for customer retention and acquisition efforts.

Skills/Environment

MySQL · Tableau · Python · SAS · Oracle Database · Power BI · AWS Redshift · MongoDB · PySpark (Basics) · JupyterNotebook · Statistical Analysis · PyCharm · User Acceptance Testing · NoSQL · ETL · Data Warehouse

Awards

Special Initiative Award

09/2022

(Designed dynamic dashboards and maintained multiple databases)

On the Spot Award

11/2022 & 08/2023

(Consecutive award on T-Domain Factor 10/10)

Courses

Power BI - TCS (iEvolve)

01/2022

Python Programming - TCS (iEvolve)

06/2022

Introduction to Generate AI - Coursera

01/2024

Personal Details

Permanent Address: 12/33 Balakrishnan Street Extn, West Mambalam, Chennai - 600 033.

Languages Known: English - Proficient, Tamil - Proficient, Mother Tongue

Date Of Birth: 11/11/2000

Father's Name: Sekar M