

Aravind Ramesh

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PROFESSIONAL SUMMARY

Dynamic Business Analyst with a robust background in data analysis, process optimization, and digital marketing. Expertise in leveraging advanced technologies, including Process Mining and Databricks, to enhance operational efficiency and drive business success. Proven track record in project management, cross-functional collaboration, and data-driven decision-making. Adept at translating complex data into actionable business insights to achieve strategic objectives.

WORK EXPERIENCE

Associate Business Analyst

3i-infotech, London- 08/2023 to Present

- Collaborate business requirements using excel/ Visio and led process improvement projects using Process Mining, significantly reducing operational backlogs.
- Extracted and processed data from SAP and other data sources for advanced analysis, enhancing decision-making processes.
- Utilized Celonis to identify process inefficiencies, contributing to optimized business operations.
- Analysed event logs to develop strategies for KPI improvement and operational excellence. Also, creating dashboards, visualizations using Power BI, Databricks ETL.
- Preparing documentation and communicating with cross functional teams and stakeholders using scrum for project delivery.

Business Analyst Intern

Aalan Infotech, Salem (India)- 05/2018

- Improved e-commerce user experiences, leading to increased engagement and sales.
- Executed website optimization projects for enhanced performance and SEO.

Technology Intern

UNIQ Technologies, Coimbatore (India)- 12/2016

- Developed and optimized mobile applications, focusing on user interface and functionality.
- Implemented database integration and application features to improve user experience.

SKILLS

Technical/ Business Skills:

- Expertise in Business Analysis, Agile Structured Methods, Business Process Modelling, User stories, Scrum Master, RPA.

Tools/ Applications:

- Azure DevOps, Microsoft Office Suite, Google Workplace, MS Visio, Lucid chart, JIRA, Dashboards, Confluence, CRM, Figma, Celonis Process Mining.

Project Management and Communication:

- Strong track record in leading projects from initiation to completion. Excellent interpersonal and presentation skills, effective in stakeholder engagement.

Domain Expertise:

- UK- Education, UK- Retail (Procurement, Workforce management), Access Control.

EDUCATION

MSc in Digital Marketing

- University of Huddersfield, UK- February 2022
Key Subjects: Contemporary Consumer Engagement, Big Data Management, Digital Marketing Strategy.

BE in Computer Science

- Anna University, India- November 2019
Key Subjects: Database Management Systems, Internet Programming, Artificial Intelligence.

ACADEMIC PROJECTS

Social Media Marketing Impact Analysis

- Master's Dissertation: Analysed the effects of social media marketing on customer engagement for UK-based restaurants, providing insights into consumer behaviour and digital marketing effectiveness.

Precision Soil Monitoring System

- Bachelor's Project: Developed a data analytics model for agricultural productivity, enhancing crop management through advanced soil parameter analysis.

ACHIEVEMENTS AND EXTRACURRICULARS

- Awarded 2nd place in a prestigious hardware expo for innovative technology development.
- Secured 3rd place in a competitive short film festival, demonstrating creativity and teamwork.