

VIGNESH RAMASAMY

vr@u.northwestern.edu | 605-545-1516 | www.linkedin.com/in/vigneshramaswamy

PROFILE

Highly organized, customer centric and detail oriented professional with 3+ years of solid experience in analytics, strategic consulting, entrepreneurship and business development. Seeking to contribute experience, problem solving skills, and expertise to be part of an extremely collaborative & demanding work environment and to further the firm's goals.

EDUCATIONAL QUALIFICATION

Master of Engineering & Management Dec 2016
Northwestern University, Evanston, IL. CGPA: 3.73/4

Relevant Coursework: Managerial Analytics, Operations Excellence, Decision Tools, Supply Chain Management, Finance, Accounting. **Academic Projects:** Strategic Analysis of Amazon, Investment Analysis of Tesla's Model 3, Investment Analysis of Facebook's Oculus Rift, Financial Study and Analysis of Publix Supermarket, Illinois - Energy Generation Optimization, Product Strategy - SAEFO.

Bachelor of Engineering - Electronics and Communications Engineering Aug 2008 - Apr 2012
College of Engineering Guindy, Anna University, Chennai, India. CGPA: 3.57/4

BUSINESS ANALYST EXPERIENCE

Schneider Electric – Project Intern June 2016 – Sep 2016
Greater Chicago Area, Illinois.

Responsibilities

- Evaluated complex energy database for irregularities and transformed into insightful data for further analysis.
- Predicted energy consumption with appropriate statistical models by analyzing trends and seasonality in historical data.
- Developed financial models with risk analysis that addresses the CAPEX, revenue streams, costs involved, NPV, IRR, ROI etc.,
- Modeled precision tree for different financial options like fixed payments, power purchase agreements, and shared savings.
- Developed analysis reports with dashboards and recommendations for effective decision making.
- Presented the project economics and key metrics of techno-economic models to the business stakeholders.

ENTREPRENEURSHIP EXPERIENCE

Brand Moustache – Co-Founder & Branding Consultant Feb 2014 – Aug 2015
Chennai, India.

Responsibilities

- Gathered client's requirement and data, analyzed the problems associated and estimated business solutions.
- Prescribed creative marketing & branding strategies considering both quantitative & qualitative benefits.
- Optimized customer's marketing spent to evaluate marketing ROI and meet monthly customer acquisition demand.
- Developed the project plan and oversaw a team of seven to execute the project plan.
- Consulted unique strategies which facilitated some of our clients garner a threefold increase in their revenue.

BUSINESS ANALYST EXPERIENCE

AGC Networks Private Ltd – Business Development Executive, CISCO Practice May 2012 - Jan 2014
Bangalore, India.

Responsibilities

- Analyzed complex sales database and extracted insightful data for deep investigation.
- Created dashboard with key business metrics and assisted sale's team with effective decision making process.
- Engaged with multiple stakeholders to understand the client's business process and operational challenges.
- Managed operational workflow and ensured seamless delivery of products & services to the clients.

Achievements

- Converted first business case worth \$100,000 for the OEM JACADA in India during Q4 of the financial year 2013.
- Converted first order from clients Flipkart and Intuit worth \$200,000 with a profit margin of 35% in Q3 of the financial year 2013.

SKILLS

Programming in SQL, R, SAS. Experience with Qlikview, Tableau, MS Access, Sketch, CSS 3, Spreadsheet Modeling & Risk Simulation, Decision Tools, SAP(ERP), HTML 5, Keynote (Advanced).