NETHAJI RAJAMANICKAM

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SUMMARY

- I'm a data professional with 6 years of experience who loves telling stories with data in various vertical industries. I am experienced in creating visual stories from data that help businesses make decisions. Additionally, I am experienced in automating existing BI reports, creating data pipelines for ingestion into the reports, analysing & validating the data, leading a team, and interviewing candidates for similar positions.

TECHNICAL SKILLS

- **Cloud Technologies & Data Warehousing:** Snowflake, AWS Athena
- **DBMS:** Microsoft SQL Server, MySQL
- **Data Engineering Tools:** Alteryx Cloud, Alteryx Desktop, and SQL Server Integration Services (SSIS)
- **Data Visualization:** Tableau Desktop
- **Programming:** Python
- **Methodology:** Agile
- **Productivity Applications:** Jira, MS Excel, Git hub
- **Operating Systems:** Windows, OS X

PORTFOLIO

- **Tableau:** https://public.tableau.com/app/profile/nethaji.rajamanickam

WORK EXPERIENCE

Genpact India   **Bangalore, India**
Assistant Manager   *May 2021—Present*
Client 1: Alcon   **CANADA**
Life Sciences & Healthcare Industry   *Project Lead/Business Analyst/Senior Data Analyst*

- Managing a cross-functional data engineering & data visualisation team of 5 and achieving a 95% stakeholder satisfaction rate.
- Awarded the lean Six-Sigma Green Belt certification from the client with productivity benefits of 1 FTE by saving 1700 hours per year and dollar benefits of USD 150k.
- Awarded with the lean certification from the client for automating PowerPoint presentations into the tableau stories, which reduced the manual work by 90%.
- Awarded with the lean certification from the client for optimizing Tableau dashboard loading time from more than a minute to 10 seconds, which helped the field reps use the dashboards efficiently.
- Optimized the surgical IOL contact lens inventory expiry inventory details, which helped to save the dollar benefits of more than USD 100k.
- Experience in analysing business needs, interpreting business user requirements, and translating analytics insights into data stories for a non-technical audience.
- Worked extensively with advanced analysis actions, calculations, LOD's, parameters, YOY comparisons, and table calculations.
- I was responsible for the Tableau site administrator, which includes managing users, publishing workbooks, scheduling data refreshes, implementing row-level security, monitoring jobs, and managing subscriptions.
- Used Alteryx to prep, blend, and analyze data using a repeatable workflow, applying business logic, and publishing data in AWS Athena for analytical insights.
- Created an audit Alteryx workflow that helped us monitor the data source regularly in case of discrepancies in the data sets.

Client 2: Cardinal Health   **USA.**
Pharmaceutical Industry   *Senior Data Analyst/Alteryx & Tableau Developer*

- Involved in data migration project where we migrated all the Alteryx Desktop workflows to Alteryx Cloud.
- Creating internal data pipelines for the analytics team, gathering data from Snowflake and Google Sheets, and converting it to user-readable data by applying business rules. I created SQL scripts in Snowflake for Tableau reporting.
- Worked on the Tableau extract hyper file POC with the help of Python Scripts, which reduced the dashboard extract loading time by 90%
- Optimized the existing SQL queries and increased the loading time faster & Built an audit report in Alteryx that highlights discrepancies in sales data.
- Managing Alteryx workflows that we placed on Alteryx Gallery to ensure automation.

Experis IT
Software Engineer
Client: Micro Focus
Software & Information Technology

Chennai, India
Aug 2020-Apr 2021
U.K.
Data Analyst/Alteryx & Tableau Developer

- Worked closely with the Global Credit and Collection Managers and their teams to understand the report requirements and provide optimal solutions.
- Worked with the regional managers from EMEA, APAC, and North America to automate the manual data extraction, data cleansing, and data transformation work by using Alteryx.
- Deployed, tested, and scheduled Alteryx workflow using Alteryx Gallery.
- Automated the legacy Excel Stack A and Stack B month-end finance reports into Tableau dashboards, which helped them reduce manual work.
- Created financial analysis dashboards for the department managers, highlighting P&L, cash flow, and balance sheet.
- Created views in Google BigQuery for Tableau dashboard reporting.

Avasoft
Software Engineer
Client: AMG Funds
Investment Management Industry

Chennai, India
Jul 2018-Jun 2020
USA.
Business Intelligence Developer

- Designed multiple A/B testing experiments for website improvement based on user interactions and improved click-through rate by 4%.
- Reduced the funnel drop-off rate from 92% to 81% by analyzing the interaction data in the customer purchase funnel.
- Created a linear regression model for identifying the scope of budgeting for Marketing Campaigns and optimised spend by 12.4%
- Conducted comprehensive data audits to ensure accuracy, integrity, and compliance, utilizing advanced analytical techniques.
- Linked the impact of customer surveys to business KPIs utilizing prescriptive analytic techniques.
- Identified rules in transaction data by market mix modeling to increase profit by 5%
- I worked on the requirement gathering for the ETL packages and created SSIS packages to get data from different sources, consolidate, and merge the data into a single source.
- I Worked on the error handling to avoid job failure in SSIS packages and was responsible for monitoring the SQL server agent, environment, and tools.
- Created data marts in MS-SQL server for answering domain-specific business questions for Tableau reports.

EDUCATION

Park College of Engineering & Technology
Bachelor of Engineering, Mechatronics (CGPA: 7.3/10)

Coimbatore, India
Jun 2013–May 2017

CERTIFICATIONS

TECHNICAL PROFICIENCY
- Alteryx Designer Cloud, Trifacta Classic Core Certified.
- Alteryx Designer Core Certified.
- Lean Six Sigma Green Belt Certified provided by Genpact India
- Data Lean Certified provided by Genpact India

LANGUAGE PROFICIENCY
- Passed IELTS Academic Test conducted by IDP Education with Overall band score of 7

COURSES

- Python A-Z: Python For Data Science With Real Exercises from Udemy.
- Python programming for Data Science from Udemy.
- Tableau 2020 training's for Data Science and Business Analytic from Udemy.
- Snowflake: The Complete Masterclass from Udemy.

EXPERTISE

- Project Management, Client Relations
- Business Analyst, Quality Assurance, Process Adoption
- Software Engineering, Data Engineering
- Agile Development, Training, and Leadership