

Chandhnee Karthikeyan Iyer

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EDUCATION

University of Washington – Michael G. Foster School of Business

Seattle, WA

Master of Science in Information Systems, 3.92/4

June 2022

Key Data Courses: Business Data Mining & Analytics, Business Decision Models, Advanced Database Systems and Data Warehousing, Advanced Business Data Mining, Managing in the Era of Cloud Computing

SASTRA University

Tamil Nadu, India

Bachelor of Technology in Electronics and Communication Engineering, 3.54/4

August 2017

TECHNICAL SKILLS

Programming: Python, R, SQL, HTML, CSS, Javascript, C

Tools: Tableau, AWS, Redshift, Glue, BigQuery, S3, MS Excel, NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn, REST API, JIRA

Other Skills: Data Visualization, Data Modeling, ETL, A/B testing, Regression, Clustering, Classification, Ensemble Learning, Natural Language Processing

Certifications: AWS Certified Cloud Practitioner, ITIL® Foundation Certificate in IT Service Management

WORK EXPERIENCE

Freshworks Inc.

Chennai, India

Leading SaaS Business Solutions Provider

June 2018 – Oct 2020

Technical Account Manager

- **Product Analytics:** Leveraged analytics and machine learning to gauge product utilization, feature success and understand customer behavior. Created a customer churn prediction model that led to savings of \$89K.
- **Operations Reporting:** Built dashboards and created reports to track and improve KPIs of operational efficiency for each client's support team.
- **Strategic Customer Engagement & Quarterly Business Reviews:** Managed and cultivated a portfolio of \$1.3MM through product and customer analytics. Twice awarded the Customer Champion award for going the extra mile.
- **Project Management :** Led end-to-end product solutioning, implementation and maintenance of SaaS B2B products for the top 20% of clients in the UK

TATA Communications Ltd

Chennai, India

Telecommunication & Cloud Service Provider

July 2017 – June 2018

Technical Associate – Database Analyst

- **Database Installation, Maintenance, Backup, Recovery and Repair:** Ensured business critical systems remained operational with 99% high availability.
- **Administration of Relational Databases:** MS SQL, Oracle database management for airline, banking and e-commerce clients.
- **Database Performance Reporting & Optimization:** Created reports to analyze database performance to proactively diagnose issues and identify areas of improvement.

DATA PROJECTS

- **Product Utilization Analysis:** At Freshworks, as a part of the customer success strategy, analyzed product utilization metrics of top clients with the goal of boosting engagement in modules with low utilization. The project improved customer ROI and helped proactively identify customers at risk of churn.
- **Forecast of Flight Taxi Time:** Generated 3 month forecasts of Taxi out time for Alaska Airlines using ARIMA Time Series Forecasting technique with an MSE of 0.12. Also identified factors that influenced taxi out time through exploratory data analysis to recommend ways to reduce taxi out.
- **Search Engine Marketing Analytics:** Analyzed pay per click advertising data of a gaming company using pandas and matplotlib to recommend strategies to improve click through rate, total conversion rate and return on advertising.
- **Spotify Popularity Predictor:** Built and trained a machine learning model to predict with 96% accuracy whether a new song would be popular based on acoustic attributes obtained from the Spotify API. Features were selected through data exploration in R and Tableau and logistic regression was the machine learning algorithm used.
- **Topic modeling on user Search History:** From 2M records of search history of 18000 users hosted on google Bigquery, used BERTopic topic modeling (NLP) to find the major search terms of each user with an aim to profile users based on their search.