Pooja Ravi

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SUMMARY

Data Analyst with 6+ years of experience delivering business insights and automation across E-commerce, Supply Chain, Agriculture, and Investment Banking. Proven track record of reducing reporting effort by 30%, building dashboards used by leadership teams, and implementing data pipelines & ML models. Recognized with multiple performance awards and promotions for high-impact solutions.

EDUCATION/TRAINING

2020 - 2021   **Imarticus Learning**   **Chennai, India**

- Post Graduate in Data Analytics
  - » Data Interpretation & Analysis
  - » Fundamentals of statistics
  - » Predictive Modeling:
    - ▪ Machine Learning: Supervised & Unsupervised (Linear Regression, Logistic Regression, Support Vector Machines, Decision Trees, Random Forest, Naïve Bayes, Clustering, Associate Rule Mining, Principal Component analysis)
  - » Big Data Technologies:
    - ▪ PySpark(In Progress)
  - » Data Integration tools:
    - ▪ SQL SERVER
  - » Analytical tools:
    - ▪ Python
    - ▪ Excel
  - » Visualization tool:
    - ▪ Tableau – data organization, advanced visualization, mapping, data presentation

● **2022**   **PU-LCS Loyola college**   **Chennai, India**
MBA in Finance

EDUCATION

● **2015 - 2018**   **Agurchand Manmull Jain College,Meenambakkam,**   **Chennai, India**
B.COM(COMPUTER APPLICATION)-71%

● **2013 - 2015**   **Kurinji Higher Secondary School, Kavettipatty,**   **Namakkal,India**
HSC -89.25%(Biology-Maths)

● **2012 - 2013**   **St.Francis De Sales Mhss,Vaniyambadi.**   **Thirupattur,India**
SSLC -93.8%

TECHNICAL SKILLS:

Tableau, Zoho Analytics, PostgreSQL (Greenplum), SQL Server, Python (VS Code, Jupyter Notebook, Anaconda Prompt, Tabby), Windows Task Scheduler, Excel, Machine Learning (Supervised & Unsupervised), Fundamentals of statistics, Confluence, Sphinx, MS Visio, PowerPoint, Bitbucket, Git Bash,PySpark,Bitbucket,Pyspark(Learning)

TOTAL WORK EXPERIENCE: 6 Years

2022– Present   **Purchasing Power, LLC - Data Analyst**   **Chennai,India**

Responsibilities

- **Tableau Portfolio:** Designed and maintained 20+ Merchandising dashboards, 10+ Voice of Customer (VOC) dashboards, and Client Success dashboards (eligibility, client launches) for Directors across Customer Care, Merchandising, and Client success.
- **Python Automation**: Automated 30+ recurring reports (Merchandising, Customer Care, Supply Chain) using PostgreSQL + Python (VS Code, Anaconda, Tabby) with Task Scheduler, reducing manual reporting effort by 30% weekly for business leaders and tracked changes in Bitbucket(using Gitbash)
- **Self-Serve Dashboards:** Built interactive Tableau dashboards with advanced filters (Dept, Class, Vendor, Product ID, Date Range) to support business reviews, supplier/brand analysis, margin performance, forecast vs. actuals, spend limits, and demand distribution for senior merchandising leaders.
- **VOC Analytics:** Delivered a suite of VOC dashboards (Post-Order, Post-Checkout, Supplier Scores, NPS/DCSAT, VOC One-Pager) by integrating Qualtrics, BirdEye, survey data, and Data Science sentiment models—providing actionable insights to the CEO, COO, and Operations leadership.

- **Client Success Solutions:** Developed Salesforce + Greenplum dashboards to track client eligibility (tenure, salary, employment type/status), enabling data-driven retention strategies for Client Success Managers.
- **SQL Data Pipelines:** Built and optimized Greenplum SQL pipelines integrated with Tableau for near real-time analytics and faster business decision-making.
- **Tableau Data Dictionary:** Standardized reporting across analytics teams by creating a Python + Sphinx–based Tableau Data Dictionary with consistent metric definitions.
- **Machine Learning (NPS Prediction):** Developed an ML pipeline to predict Net Promoter Score (NPS), benchmarking Logistic Regression, Decision Tree, SVM, Naive Bayes, and KNN, with Random Forest selected as the best-performing model.

Achievements
Awarded 2 Star Awards + performance-based hike for impactful automation & analytics delivery.

2022– 2022	**Unanu Technologies – Data Analyst**	**Chennai,India**

Responsibilities
- Logistics & Finance Dashboards: Developed MySQL-integrated Zoho Analytics dashboards for supply chain and finance, enabling data-driven decision-making.
- Executive Reporting: Designed and executed SQL-driven dashboards (Overall Business, Gross Profit, Freight Financing) delivering actionable insights to the CEO and CFO.

2021– 2022	**Aqgromalin Farmtech – Data Analyst**	**Chennai,India**

Responsibilities
- Customer Feedback Analytics: Built Salesforce-integrated dashboards with NPS and CSAT calculations, providing actionable insights to the Sales Manager.
- Cross-Functional Tableau Reporting: Designed and published dashboards in Tableau (Logistics, Customer Feedback, Expenses, Product Performance) via Tableau Bridge to Tableau Online for Logistics leadership.
- Automated Reporting: Scheduled recurring email distributions for Tableau and Zoho Analytics dashboards, ensuring timely delivery of insights to Leadership and CXO teams.
- Product Performance Dashboards: Automated product-type–specific dashboards in Zoho Books integrated with Zoho Analytics, empowering product managers with self-serve insights.
- Executive & Audit Reporting: Delivered on-demand dashboards and reports for leadership reviews and organizational audits, supporting decision-making for the CFO.

Achievements
Earned 2 salary hikes in 1 year.

2018– 2020	**State Street HCL Services-Senior Financial Analyst**	**Chennai,India**

- R&R (Research and resolution) of the client recon. I was allocated to a non-Live process in State Street after clearing my initial Training on Investment banking
- Undergone Transition from Poland and Toronto Team, I spoke several times to the Onshore Vice-presidents and got training and my doubts clarified through cisco, finally my process went live successfully.
- I Have Experience on Bank debts & Holdings and transferred my Entire knowledge and Cross Trained Bank debts to Coimbatore team via cisco

Achievements
- Secured 86% in NCFM Exam which is conducted by NSE.
- Got promoted in Mar-2020 as Senior Financial Analyst.

Certifications:
- Advanced Tableau (LOD Expressions) – [Udemy]
- Storytelling with Data – [Book]
- PySpark Upskilling – [Corporate Upskill & empower Program]
- Complete Data Science,Machine Learning,DL,NLP Bootcamp(In progress) –[Udemy]