

## 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)
  - » Data Integration tools:
    - SQL
  - » Analytical tools:
    - Python
    - Excel
  - » Visualization tool:
    - Tableau – data organization, advanced visualization, mapping, data presentation
- 2022 **PU-LCS Loyola college** **Chennai, India**  
MBA in Finance
- 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(In progress), 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. 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.
- **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** – [Kindle Book](#)
- **PySpark Upskilling** – [Corporate Upskill & empower Program]
- **Public Speaking Delivery Skills** [Udemy](#)
- **Complete DataScience,Machine Learning,DL,NLP Bootcamp(In progress)** –[Udemy](#)