

DHANESHWARAN PONNURANGAM

Bengaluru

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Education

Swansea University

Master of Science in Data Science

Jan. 2022 – Feb 2023

Swansea, UK

Anna University

Bachelor of Science in Computer Science and Engineering

Aug 2017 – Feb 2021

Chennai, In

Experience

SportScotland

Data Management Officer

Mar 2023 – May 2024

Glasgow, Scotland

- Collaborated with cross-functional teams to develop data-driven strategies and initiatives through statistical data analysis across the organization.
- Identified data trends across different business teams, focusing on key value drivers.
- Supported systems and process changes by identifying new reporting opportunities, leading to a 15% improvement in business performance and driving significant business benefits.
- Experienced with various tools for data processing, transformation, and analysis.
- Translated insights into understandable business terms and made key suggestions to enhance performance by 28%

Sri Balaji Sat System, Inc

Data Analyst

Jan 2020 – Jan 2022

Chennai, India

- Supported testing efforts using key metrics to evaluate campaign effectiveness, measure incremental impact, and determine Return on Investment (ROI).
- Developed 10+ interactive self-service dashboards, enhancing data visualization and accessibility for stakeholders.
- Analyzed data with Salesforce Tableau CRM, delivering insights and maintaining dashboards that enhanced CRM campaign performance and customer retention.

Technical & Functional Expertise

- Deep understanding of business processes and underlying data, adding value at every stage with accurate insights.
- Experience handling high-volume data from multiple applications by designing and maintaining robust ETL processes.
- Developed and implemented Power BI reporting tools for customer segmentation and profiling.
- Managed data from global events and customer opportunities, ensuring accurate collection and integration.
- Built and managed targeted audiences in Salesforce Marketing Cloud using SQL for BAU campaigns and automated journeys, optimizing email and push notification performance.
- Analyzed data with Salesforce Tableau CRM, delivering insights and maintaining dashboards that enhanced CRM campaign performance and customer retention.
- Monitored and troubleshooted data pipelines, ensuring data availability and reliability.
- Ensured accurate data integration in Salesforce Marketing Cloud, and provided weekly reports on campaign metrics to drive informed decision-making.
- Conducted data audits to ensure high standards and data integrity.
- Selected key performance indicators (KPIs) to evaluate campaign effectiveness included conversion rates, ROI, CPA, CTR, CLV, engagement metrics, and lead generation metrics.
- Strong numerical and statistical skills with the ability to think creatively and communicate insights.
- Excel in delivering in a pressurized, fast-paced environment.
- Work independently and as part of a team to manage and prioritize workload to meet deadlines.
- Effective at working with minimal supervision.
- Comfortable making recommendations and decisions to influence business outcomes with the right insights.

Technical Skills

Languages: Python, Java, C, JavaScript, SQL

Developer Tools: Power BI, JIRA, Alteryx, Excel

Technologies/Frameworks: Spark, Azure, Databricks, AWS, GA3, DevOps, Synapse