

# Dechamma T P

## Senior Business Analyst

### Contact

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### Profile Summary

- Total 11+ years of experience in Data visualization, Data analysis, Data management and Reporting
- Expertise in Insight generation and reporting using various Analytical tools
- Experience in Hospitality, Cloud Computing, CPG/FMCG, Media & Mortgage Domains

### Work experience

- **ACL (Alten Calsoft Labs) – Digital**  
December 2022 – Present
- **Genpact (Bangalore)**  
September 2013 – August 2022
- **Ocwen Financial Solutions (Bangalore)**  
July 2011 – September 2013

## Work Experience

### ACL Digital – Senior Business Analyst (Dec'22 - Present)

Working in **customer success analytics** for a leading provider of multi-cloud services where insights on product usage data were provided to help identify upsell targets for operation and leadership teams

- Work involved analysis of product usage and booking data using **SQL** and **excel**
- Building and reviewing dashboards using **Tableau** and **generating insights** for the customer success teams to upsell the product
- **JIRA** used for issue management

### GENPACT - Associate Consultant (Aug'21 - Aug'22)

Worked as Consultant for a large US based hospitality & recreation customer. Project involves analysis of sales & performance-based incentive program for **Contact Centre analytics**.

- Gathering, analyzing, interpretation of sales data from multiple sources using **Snowflake** and **MS excel**.
- Building Interactive Dashboards and reports using **Tableau Desktop** and publishing on **Tableau server**.
- Analyzing and reporting individual/ team performance based on various KPI's impacting sales.
- **Insights** generated for stakeholders to understand the team's performance and drive more sales.
- Actively collaborate with stakeholders and internal teams alongside mentoring peers.

### GENPACT - Business Analyst (Sep'16 - July'21)

**PROJECT 1: Reviewing** Travel Operations agent **performance** for monthly incentive and bonus **payouts**. Reporting performance of various segments within the business. **Documentation** of process, **cross functioning** with IT and operations teams.

- Experience in building data models in Tableau by connecting to **Snowflake, Excel** and **Teradata SQL** databases.
- Created workbooks using calculated fields, parameters, LODs and blending databases for different visualization requirements.

## Tool Highlights

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- **Analytical/Reporting tools:**  
Tableau Desktop, Tableau server, Hive, SAP Business Objects, MS Office, JIRA
- **Database:** Snowflake, Teradata SQL

## Certifications

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- **ML Incubator Data Visualization**  
Tableau certification from Manipal and Jigsaw Institutes in collaboration with Genpact
- **Lean Six Sigma Green Belt**  
certified from Genpact

## Education

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- **MBA:** Information Technology - 2014  
Sikkim - Manipal University
- **Bachelor of Computer Applications** - 2011  
Shree Devi College of Information Science, Mangalore University

## Strengths

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- Customer centric
- Driven to Deliver
- Adaptability
- Flexible and Collaborative

- Published dashboards on **Tableau server** with scheduled refresh on subscriptions, granting permission to users as per business requirements.
- Updating/ manipulating queries in Teradata and Snowflake databases to manage daily, weekly, monthly **sales** and **performance data** to present the time series analysis of booking conversions, performance trends & system issues.
- **JIRA** used to manage tasks and track the utilization time.

**PROJECT 2: Reporting and automation** of reports for various segments of a **hospitality industry** for better labor and revenue management

- **Reporting and analyzing** actual data with prior year & forecasted numbers to generate insights for attendance, bookings and other sales revenue using **Business objects** reports for labor planning.
- Identifying report **automation opportunities** within the process. Work along with clients, project managers, product owners and RPA team to build and **implement** the ideas.
- **Test future state** projects and documentation of the process.
- ❖ **Green Belt certification project** - A process improvement was built and implemented for a high priority attendance report which had very tight timelines. 80% of manual intervention was eliminated using **Poka yoke** and **Muda lean** tools. This automation saved an annual cost of \$30,000.

**PROJECT 3: Analyze and cleanse unstructured media data to build reports** using Excel for forecasting.

- Raw data received for different ABC channel shows advertised and broadcasted through different mediums like online, Cable, radio, magazine, cinema across US.
- **Reports** were **created** and **quality checks performed** for forecasting targeted audience, time and cost involved in different mediums before telecasting. This data was shared with the paid media team for easy and better forecasting modelling.

## Achievements

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Rewarded Several times at Genpact for innovation, efficiency, team managing and client recognitions

- 2 Silver Awards
- 3 Bronze Awards

### □ **GENPACT - Process Developer (Sep'13 - Aug'16)**

Worked for **FMCG** (Fast-Moving Consumer Goods) in **client delivery services** role for multiple clients in the retail industry from UK region

- Key responsibilities were to review the product sales and analyze the market condition using data collected based on sales. Worked for clients like Sainsbury and Tesco.
- **Maintaining** and building **databases** using Mainframe application (GUTU) as per the client requirement.

### □ **OCWEN FINANCIAL SOLUTIONS - Associate (Jul'11 - Sep'13)**

Worked as Associate for US **Mortgage industry**, functioning directly with US law firms in order to process legal foreclosures

- Processing of **foreclosure** and **Insurance** related documents by collaborating with various teams across the organization and clients. Clients were Government and private sector banks in US.
- Training US Attorney's and the new members in the team on Process updates.

**Date:** 19-07-2023

**Place:** Bangalore

Regards

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