Mahadharsan Ravichandran

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Summary: *Data Analyst with experience translating complex datasets into actionable business strategies, optimizing dashboards, and supporting executive decision-making through data-driven insights in fast-paced environments*

EXPERIENCE

Data Analyst Intern | Waste Management | Hartford, CT   **May 2025 – Aug 2025**
- Improved Spotfire dashboard accuracy by **25%** using advanced Excel and Snowflake SQL validation, delivering insights
- Enhanced dashboard reporting speed by **30%** and built reporting solutions for multiple WM vendors to support business
- Led a **$1M** GotJunk post-acquisition data integration with C-suite collaboration, ensuring 500K records ready for reporting

Data Analyst Intern | Formlabs | Boston, MA   **Sep 2024 – Dec 2024**
- Developed anomaly analytics with SQL and Python, collaborated with teams, reduced 90% operator work, **cut costs 15%**
- Built real-time dashboard in LookerStudio to track failures, enabling **20% yield increase** through timely intervention
- Conducted A/B test analysis and presented to **C-suite**, enabling elimination of 5-min test and saving **$25K annually**

Data Analyst | Cognizant | India   **Oct 2021 – Nov 2022**
- Analyzed **100K+** transactions to uncover product performance trends, seasonal demand patterns, and customer segments
- Built **PowerBI dashboards** for sales leadership, improving KPIs like revenue, churn, and regional performance
- Identified insights contributed **$50k revenue growth** by highlighting key customer trends and market opportunities.
- Transformed raw sales data using SQL and Excel, improving reporting accuracy and reducing manual data prep by **30%**.
- Collaborated with marketing and finance teams to design metrics, dashboards, and performance tracking frameworks.

PROJECTS

Customer Behavior & Sales Insights Dashboard | *SQL, Excel, Tableau*
- Performed **customer segmentation analysis** using purchase frequency, spend, and products across 50K+ transactions
- Designed an **interactive Tableau dashboard** visualizing revenue, CLV, and churn risk for business leadership
- Identified **18% underperforming SKUs**, recommended pricing/stocking changes increasing projected margins by **7%**
- Improved sales forecasting accuracy by **12%** through data-driven trend analysis and KPI tracking

Marketing Campaign Performance Optimization | *SQL, Python, Power BI*
- Analyzed performance across email, paid ad, and referral campaigns, evaluating CAC, ROAS, funnel conversion/retention
- Built a **Power BI dashboard** to provide real-time campaign insights for marketing teams and senior management
- Conducted **A/B testing** on landing pages, identifying variants that improved conversion by **11.4%**
- Recommended campaign adjustments that improved **overall marketing ROI by 15%**, influencing budget allocation

EDUCATION

Northeastern University | Boston, MA   **Jan 2023 – Dec 2025**
Master of Science, Data Science, GPA 3.96

Vellore Institute of Technology | India   **Jul 2017 – Jun 2021**
Bachelor of Technology, Mechanical Engineering

SKILLS & CERTIFICATION

- Languages: SQL, Python, R
- Analytics & Statistical Methods: A/B Testing, Hypothesis Testing, Regression Analysis (Linear/Logistic), Time-Series, Cohort Analysis, Predictive Modeling
- Data Visualization & BI Tools : Tableau, Power BI, Looker Studio, Spotfire, Excel (Pivot Tables, VLOOKUP)
- Databases & Data Platforms: Snowflake, MySQL, PostgreSQL, MS SQL Server, SQLite
- Business & Soft Skills: Dashboard Design, Data Storytelling, Stakeholder Reporting, Executive communication