

Hema Ramaswamy

Data Analyst | hema.ramaswamy3@gmail.com | +91- 8447557267

SKILLS

Technical Skills : Python, R, SQL

Tools and Softwares: Data Studio, Hubspot, Mixpanel, Metabase, Zappier, Tableau, GSheets, Git, Jira, Kibana

Proficiencies: Data Analysis and mining, Data Storytelling, Automating Data Integrations, Data Visualization, Regular Expressions, Web Scraping

WORK & LEADERSHIP EXPERIENCE

SignEasy

Data Analyst, Business Intelligence

Bangalore, Karnataka

December 2020 – Present

- **Built One-Stop real-time reporting Dashboard in Data Studio** for **6 internal Teams**, and helped the functional heads to track the KPIs lead to a reduction of **3 days of monthly Data Entry**. Tools and Data sources used: **Python, SQL database, Apps Script, Google Sheets, Hubspot, Datadog, Appfigures, Mixpanel**.
- Created **white paper report** and recommended a new model on **Pricing plan alteration**, which led to **10% MoM Revenue increase**.
- Provided **insights** on the **Customer Journey** and defined **PQL**. It increased **MQL to SAL Ratio** by **15% and 20% increase in Self- serviced Purchases**.
- **Predicted Customer Churn alert**, before the renewal period by analyzing customer usage. It leads to an **increase in customer user retention by 7%**.
- Analysed **Drop off point** of a **trial User Journey**, and increased **Average Session duration by 5 minutes** using Mixpanel.
- **Aligned with Project Managers and SLTs** by providing **analytical support** on the current ongoing Projects and **compelling** them to **prioritise Data-Driven Projects** for Next Quarter by presenting **the quantitative and qualitative analysis**.

FiscalNote

Associate Data Analyst, Technical Services

Gurgaon, Haryana

September 2019 – December 2020

- **Analyzed** data provided by internal and external stakeholders; reconstructed, modified and updated in database using **Python, SQL and Google Sheets**.
- Remodeled the Tech Process by automating the data cleaning method using **Python and SQL** and **reduced downtime**.
- **Built** COVID'19 US Resource Center **Dashboard** with **Tableau**.

CollegeDunia

Operations Executive

Gurgaon, Haryana

February 2019 – September 2019

- **Consolidated data, developed operations and procedures**, improving workflow by 18%, and generated revenue of Rs. 1.5 Million
- **Analyzed 1M** contacts from the database and **successfully delivered** required leads to **20+ clients**.
- **Outlined & implemented lead generation** techniques through **collaboration** with Sales and Engineering teams and **reduced cost by 5%**.

Crelytics, LoanVidya

Associate Data Analyst, Technical Services

Gurgaon, Haryana

August 2019 – January 2019

- Prepared **in-depth analysis** of different **Bank Statements** using **R and Google Sheets**.
- Performed key **communication** with **clients**, and **assisted in business cases**.

EDUCATION

Guru Gobind Singh Indraprastha University

B.Tech in Electronics and Communication

New Delhi, India

2014-2018

ACHIEVEMENTS, ACTIVITIES & INTERESTS

Languages: Fluent in English and Hindi; Conversational Proficiency in Tamil and Malayalam

Certifications & Trainings: Certified Tableau Analyst and Data Scientist

Earned Machine Learning Scholarship from Udacity and Microsoft Azure

Hackathons: Won **2nd Prize** in Company-wide Hackathon and led the team of 5 in April, 2021 @ **SignEasy**

Won Services Hackathon in September, 2020 @ **FiscalNote**

Activities: Member of **Corporate Social Responsibility Team**

Volunteer @ **Women Who Code**

Participated in **Women in Data Hackathon**

Lead team of 100 students for organizing college fest.

Secured Silver Medal at Inter College Sports meet of BasketBall as Captain.