

Raghul Pandi Balamurugan

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EDUCATION

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- **University of Maryland, Robert H. Smith School of Business** Aug 2021 - Dec 2022
M.S. in Information Systems CGPA: 3.71/4
 - **SASTRA University, Thanjavur (India)** Jul 2014 - May 2018
Bachelor of Technology in Chemical Engineering CGPA: 3.24/4

TECHNICAL SKILLS

Programming Languages : Python (NumPy, Pandas, Scipy, Seaborn, Matplotlib, Scikit-Learn), C++, R, HTML

Tools : Jupyter Notebook, Google Analytics, Advanced Excel, Lucid Chart, Anaconda, MS Office Suite

Visualization : Tableau

Databases : MySQL

WORK EXPERIENCE

Freshworks Inc. Chennai, India

- **Product Specialist** Apr 2020 - May 2021
 - Worked with over 100 accounts providing technical assistance and regular consultation to increase product adoption according to the client's business needs
 - Trained team on portal customization in Freshdesk (Helpdesk software); improving HTML, CSS skill level
 - Increased customer satisfaction (CSAT) rate by 11% by providing effective training to 10+ employees on Freshworks products, customer service policies, and conflict resolution in a 5 month period
- **Associate Product Specialist** May 2019 - Apr 2020
 - Handled demos of SaaS products - Freshdesk (Helpdesk software), Freshbots (ML-based decision flow BOT)
 - Influenced 250+ accounts with a consistent demo conversion rate of 70% and above
 - Provided technical content for Freshdesk Academy, an online LMS for new users of Freshdesk
 - Effectively managed the knowledge base content of the company's product support page, deflecting L1 issues

PROJECT EXPERIENCE

- **Baltimore Crime Data Analysis**
 - Applied data cleansing on a complex data set using data validation, conditional formatting and parsing
 - Formulated a multivariate linear regression model to predict the occurrence of a violent crime in a given location at a given time using the weather conditions, geolocation and other parameters as explanatory variables
 - Conceptualized and designed interactive visual dashboards in Python, showcasing the impact of each parameter on crime occurrence and developed a recommendation system for the Baltimore Police Department
- **Database Management System for Restaurant Reviews (SQL Server Management Studio)**
 - Gathered data for restaurant reviews in College Park, Maryland; understood business processes and transactions
 - Designed robust database to handle daily transactions by creating ER model, relational schema and normalization
 - Generated and analyzed reports using SQL queries to help customers select restaurants based on reviews

RELEVANT COURSEWORK

Data Analysis in Python	Data Models & Decisions	Database Management Systems
Data Mining & Visualization	Project Management	Predictive Analytics

AWARDS AND ACHIEVEMENTS

- "Freshworks - Rockstar Rookie" recognition for exceptional performance in the first financial year at company
- "Freshworks - Hyper Helper" for handling most number of product demos thereby helping companies set up best in class customer support processes
- Winner of the poster presentation at the National Conference on Advances in Process Engineering (CAPE-2016)

LEADERSHIP AND EXTRACURRICULAR ACTIVITIES

- **Centre Level Coordinator, Bhumi - NGO** May 2020 - Jun 2021
 - Organized the 11th edition of Nakshatra, Bhumi's annual national talent festival in arts for over 8000 children
- **Treasurer, IChE Students Chapter - SASTRA University** May 2016 - Apr 2017
 - Administered financial accounts, budget planning, and resource utilization for the annual technical symposium