

Sangeetha Priya T

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CAREER OBJECTIVE:

A professionally self-motivated, willing to contribute value to the organization through result-oriented performance. My objective is to work in a challenging managerial position in the field of operations, where I can apply my skills and learning to achieve organizational and personal goals.

Overall Exposure of Tools & Skills

- Proficiency with Microsoft Office (Excel, Word, Access), Microsoft Power BI, Tableau and SQL
- **Sales Force (SFDC), SAP MDG, Informatica (MDM)**, Matrix Portal, Data Loader, Oracle EBS, D&B Hoovers, Demand tool, Postman
- Data Governance, Data Analysis, Data management, Data cleansing etc.

EDUCATIONAL QUALIFICATION:

Pursued MCA (2011-14) from Visvesvaraya Technological University with 72 %.

WORK EXPERIENCE:

Concentrix Technologies: Business Analyst, Process: VMWare - MDM (Master Data management) & AST (Account Services Team) - Nov 2017 to Till May 2024

Roles and Responsibilities - Concentrix Technologies:

Project: 1 – Data Remediation & Hierarchy update

- Responsible for Data Management (Alignment/ Cleansing / Matching) through SFDC, Google Search, Hoovers, and their respective official websites. Updated Legal & Managed hierarchy in MDG & Informatica MDM.
- Kept accurate cleaning, repair and damage reports stored on data management systems, in compliance with company policies. Worked in Data governance metrics and key performance indicators (KPIs).

Project: 2 – VUD Tool Migration

- Part of the Testing Team for SAP-NWBC tool migration and Informatica testing.
- Informatica Master data management (INFA MDM) involves creating a single master record for each person, place, or thing in a business, from across internal and external data sources and applications.
- Working on Informatica 360, testing and production of account creation and updating, merge process by taking all required approvals from concerned team and account owner.
- Worked in Data governance metrics and key performance indicators (KPIs)

Project: 3 - AST(Account Service Team)

- Followed defined standard operating processes and procedures for all deliverables (processes)
- Taken ownership of performance against all the assigned Master data processes and key categories
- Accountable for the quality and accuracy
- Planned and priorities the workload to ensure that all assignments are delivered accurately to meet specified timelines (planning)
- Ensured timely and accurate update of all master data records. Responsible for delivering all the tasks on-time, every-time. Ensure that the schedule is reviewed as circumstances change. (timeliness)
- Ensured that all the feedbacks and the learning from the home, office, client, field etc. is documented and applied to the master data procedures to improve accuracy (Baseline the learning)
- Been responsible for maintaining the SLA of each period and the delivery performance
- Ensured that all the reports are maintained and cleared on time
- Maintained Product master data in SAP as per business input and SOP
- Strong understanding of SAP MM & SD module commercial structures and Category/Product Hierarchies
- Highlighted and take appropriate help from the Lead on SOP deviations or issues
- Raised incident tickets to the relevant helpdesks when there is an issue
- Participated in idea generation and improvement activities
- Comprehend incoming and outgoing data flows for SAP master data
- Comprehend, explain and enforce Unilever master data creation and change processes.
- Good knowledge of governing policies around Product data as per the area of work
- Updated /maintained the departmental procedures (SOP's) tools, and metrics for the master data team
- Ensured all Data Quality KPIs (Key Performance Indicators) are met
- Ensured that the company's master data business rules, policies and procedures are adhered to Support special projects as needed
- Identifies areas for data quality and process improvements and helps to resolve data quality problems through the appropriate choice of error detection and correction, process control and improvement, or process design strategies
- Aligned data management processes in the business' value chains and process areas
- Have a continuous improvement mind set and support improvement projects from data perspective

Project: 4 – VeloCloud Mapping and Carbon Black Mapping

- Handled various projects for the Team Like VeloCloud, Data cleansing, Merge account activities, Data migration, account creation, Mass account updating, Duns and hierarchy mapping and analysis, Account quote segmentation automation Analysis, NWBC migration testing, Duplicate analysis, and eradications.
- Hierarchy consolidation of the customer, finding the ultimate parent and its subsidiaries. Validating the complete information of the customer
- Worked in Data governance metrics and key performance indicators (KPIs)

KEY STRENGTHS:

- Proven experience in data management in Commercial and Customer data domain
- Understanding the sales operations processes and flows
- Knowledge of Customer Segmentation scoring techniques
- Familiarity with Customer Databases like Dun & Bradstreet, ZoomInfo, Bains, allowing for prospecting and deeper market penetration.
- Hands on experience in data management and master data technologies and concepts
- Strong analytical ability and able to prioritize multiple projects
- Good understanding of database structures, master data management tools, technologies and concepts
- Strong data analytics and SQL, Microsoft Excel skills
- Salesforce experience is preferred
- Good understanding of Master data management
- Salesforce experience and account hierarchies
- Excellent methodical, detail-oriented, and well-organized.
- Demonstrated ability to translate IT service business needs into system and master data requirements.
- Excellent communication and presentation skills and ability to interact appropriately in a matrixed environment with all levels of the organization.
- Understanding of the interrelationship and impact of master data on functions/applications.
- Ability to work as part of a team to drive results
- Customer service and process oriented