Varadan Venkatesan

Senior Data Analyst

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PROFESSIONAL SUMMARY

Data & Analytics Leader with 6+ years of experience delivering measurable business impact through predictive modelling, segmentation, automation analytics, and executive reporting. Proven ability to translate data into strategic decisions, leading analytics projects that improved NPS by **15%**, increased Key Client portfolio by **12%**, and freed **18,000+ FFE capacity** for new business. Expert in **SQL, Python, Tableau, Power BI, and GCP**, with a passion for unlocking insights that optimize commercial activities. Adept at managing competing stakeholder demands, mentoring analytics teams, and driving self-serve data adoption across global organizations.

SKILLS

- SQL, Python (Pandas, NumPy, NLP), R, Microsoft Excel (PivotTables, VBA, Power Query)
- Power BI (DAX), Tableau
- Azure Data Lake, AWS, Databricks, Snowflake, ETL Pipelines
- Predictive Modelling, A/B Testing, Data Warehousing, KPI Reporting, Customer Segmentation, Retention Marketing & AI Analytics, Statistical Modelling, Microsoft Dynamics, Adobe
- Git, JIRA, Confluence, BPMN, Requirements Gathering, User Stories, Agile (Scrum/Kanban), Stakeholder Management, Process Mapping, UX Collaboration, Journey Mapping (Miro, Vision)

PROFESSIONAL EXPERIENCE

Bank of Ireland

Mortgage Analyst   **Dublin, Ireland | Sep 2025 – Present**

- Supported mortgage operations by implementing data quality and governance checks, reducing errors by 18%.
- Built forecasting models in Excel, enabling risk-adjusted mortgage planning.

Cognizant Technology Solutions

Manager - Data Analytics & Client Insights   **Chennai, India | Sep 2023 – Jan 2024**

- Owned NPS & CSAT analytics end-to-end using Medallia and Salesforce, improving satisfaction scores by **15%** across **140+** global accounts.
- Led Action Planning Program for Account Managers and Regional Heads, data insights from detractors and promoters reduced negative feedback by **20%** quarter-over-quarter.
- Automated executive dashboards in SQL + Python, reducing reporting turnaround by **35%** and enabling faster business response.
- Applied NLP models on customer verbatims, uncovering key dissatisfaction drivers and reducing escalation volume by **15%.**

AP Moller - Maersk

Data Insights Analyst - Customer Experience & Loyalty   **Bangalore, India | Jun 2018 – Jun 2023**

- Led predictive and segmentation analytics projects that increased customer retention and targeting efficiency, contributing to a **12%** rise in high-value client revenue.
- Automated **Customer Segmentation** & Vertical programs via a self-serve portal linked to SQL-based approval logic eliminating **100%** of manual request handling and improving SLA compliance by **40%.**
- Delivered Key Client Runway, Booster, and Loading Priority Programs, leveraging SQL-based QC logic to reduce misallocations by **30%,** expand Key Client base from **132 to 148**, and free **18,000+** FFE capacity for reallocation.
- Built analytics dashboards and models in Power BI and Tableau, improving executive visibility and accelerating business decision-making cycles by **35%**.
- Led NPS analytics across **Segments**, Verticals, and Key Clients, uncovering drivers of satisfaction and supporting retention initiatives that drove a **15%** uplift in NPS within a year.
- Mentored junior analysts on SQL best practices, coding standards, and automation techniques, increasing delivery quality and consistency across analytics outputs.

EDUCATION

MBA (Cloud Computing & Project Management) **|** Dublin Business School	**2025**
Post Graduate Diploma in Data Science (Data Analytics & Business Intelligence) **|** IIIT, Bangalore	**2021**
Bachelor of Science (Chemistry) **|** Presidency College	**2013**

CERTIFICATIONS

Microsoft Power BI Data Analyst Associate (PL300)	**2025**
Google Analytics 360 V4	**2024**
IIBA – CBAP (In Progress)	**2025**

KEY PROJECTS

Customer Segmentation Automation: Built SQL + Python logic and self-service portal, reducing manual intervention to zero and increasing accuracy by **25%.**

NPS & CSAT Insight Program: Designed Medallia dashboards and NLP-based feedback models, driving a **15%** improvement in satisfaction.

Customer Engagement Dashboard: Developed Single Customer View with predictive KPIs, increasing customer product holding by **10%.**

AWARDS

Star Performer of the Quarter – Maersk (2024) for delivering an analytics-driven insights dashboard that improved executive decision efficiency by **35%**.