

ARAVINDH SWAMINATHAN

Business Analyst

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Adept professional with close to 5 years of experience in IT industry. With 2.5 years of experience in analytics and an MBA in Business analytics I bring forth the skillset required to thrive in this dynamic field. Possess technical expertise in data analysis, insight gathering, pattern identification, and process optimization.

Demonstrated ability to manage clients, internal teams, and stakeholder requirements. Proven track record of delivering results with utmost customer satisfaction.

EDUCATION:

- MBA(X) in Business Analytics | NMIMS | 2021-2022
- B.Tech in Electronics and communication | SRM University | 2014-2018

SKILLSET

- **Tools:** SQL | Python (NumPy, pandas, scikit learn) | Tableau | MS Excel | Google Sheets | Figma
- Data Cleaning, pre-processing, EDA, Data visualization
- Hypothesis testing, statistical analysis, model building
- Machine learning – Supervised and unsupervised algorithms
- **Functional skills** - Knowledge of Finance, Marketing, Sales and Supply chain domains and application of analytics in those domains. Knowledge of advanced cricket analytics.
- **Business Analysis** - Requirement gathering, elicitation, writing use cases, user stories.
- Concept of SDLC methodologies such as agile, waterfall, RUP

WORK EXPERIENCE:

Cognizant technology solutions | Business Analyst | Dec 2021 – Present |

- As a liaison between clients and technical teams, I collaborate with technical and functional teams to satisfy customer requirement
- I monitor and analyse key performance indicators and use data-driven insights to make informed recommendations for business growth and optimization.
- Collaborate with different functional teams to create ad-hoc detailed reports and custom dashboards that deliver actionable insights to management.

TATA Consultancy Services | Business Analyst | Jun 2018 – Dec 2021 |

- Implementation of analytics solution – Gathered functional requirements from client, coordinated other teams and integrated SAP business warehouse (BW) with SAP Analytics cloud (SAC)

- Handled SOX audits every quarter. These audits include giving presentations to the auditors, coordinating with stake holders

PROJECTS

SALES AND MARKETING ANALYSIS | Boutique shop

Analyzed the sales of their products and the marketing spends of their business and provided insights on what products work the most and which channel brings most revenue

MARKETING AND FINANCIAL ANALYSIS | Event management firm

Helped them cut their marketing spends by providing them with ways to direct their spendings on select channels to increase their bottom line. Identified areas where the costs can be cut down and spends can be optimized by analyzing their financials.

and of the projects that I did for the purpose of learning, couple of them are listed below,

TABLEAU DASHBOARD CREATION:

Created an aesthetical and intuitive dashboard for an e-commerce company, exploring many features of Tableau

PYTHON + ML Project:

With an objective of campaign optimisation for a company, performed EDA, pre-processing and employed clustering techniques to find the better performing campaigns

(I write on both Business related and technical related blogs in my website – www.thebusinessanalyst.in)