

Veena Vasudevan



SUMMARY

Dedicated and detail-oriented Data Analyst with 5 years of experience in data analysis, visualization, and reporting. Proficient in using Power BI to transform complex data into actionable insights. Strong expertise in data modeling, DAX, and creating interactive dashboards that drive business decisions. Excellent communicator with a passion for solving complex business problems through data.

TECHNICAL SKILLS

Languages: Python, SQL

Visualization Tools: Power BI (Power Query, DAX)

Reporting: Dashboard Creation, KPI Reporting, Automation

Developer Tools: Git, Docker, PyCharm, jupyter notebook

Python Libraries: pandas, NumPy, NLTK

Other Tools: Jira, Advanced Excel(Pivot Table, Power Query, Power Pivot, vlookup, Hlookup, Index & Match)

EXPERIENCE

GRMC Advisory Services

Dubai

Data Analyst

Mar 2023 – Apr 2024

- Analyzing data of the company as well as the data of the survey's taken by the company's field interviewers from different individuals and companies.
- Use statistical methods to analyze data and generate useful business reports.
- Work with management team to create a prioritized list of needs for each business segment.
- Use data to create models that depict trends in the customer base and the consumer population as a whole.
- Automated reporting processes, reducing manual effort by 80% and improving data accuracy.
- Developed and maintained interactive dashboards using Power BI to provide real-time insights
- Acquire data from primary or secondary data sources and maintain database/data system.

NoBrokerHood

Bengaluru, Karnataka

Business Analyst - Insights Team

Dec 2021 – Dec 2022

- Led a team of analysts in developing and maintaining a comprehensive Power BI reporting platform, streamlining data visualization and analysis across the organization.
- Collaborated with department heads to identify key performance indicators (KPIs) and business objectives, translating them into actionable data models and visualizations.
- Collaborated with the sales and marketing teams to implement a CRM system (e.g., Salesforce) to track and manage leads, resulting in a 20 Percent improvement in lead conversion rates.
- Designed and implemented a data governance framework to ensure data accuracy, consistency, and compliance with industry standards and regulations.
- Conducted in-depth data profiling and quality assessments, resulting in a 15 Percent improvement in data reliability.
- Leveraged advanced DAX measures and calculated columns to create predictive models, enabling proactive decision-making and resource allocation.
- Spearheaded the automation of routine data extraction and reporting processes, reducing manual effort by 30 Percent and increasing reporting frequency.
- Worked closely with IT teams to optimize data warehousing solutions, enhancing data storage and retrieval performance.
- Mentored junior analysts, providing guidance on Power BI best practices and data visualization techniques.
- Presented findings and insights to executive leadership through clear and impactful data storytelling, influencing strategic decisions.

MediaMint

Hyderabad, Telangana

Associate III (Sr Data Analyst)

June 2021 – Dec 2021

- Collaborated with cross-functional teams to identify business requirements and translate them into data-driven solutions using Power BI.

- Utilized SQL queries to retrieve and manipulate data from various databases, optimizing data extraction processes
- Regularly monitored data pipelines, ensuring data freshness and timely reporting.
- Created customized views in Snowflake for clients, optimizing views to ensure seamless connection with Tableau.

Reverie Language Technologies Ltd

Bengaluru, Karnataka

Software Engineer - NLU (R & D)

Feb 2019 – May 2021

- Worked on Intent classification and entity identification in text input.
- Led projects from inception to production release.
- Understanding client requirements and creating domain specific datasets.
- Building intent classification models for various languages.
- Wrote Python scripts for data extraction.
- Assisted the development team in bug analysis and resolution.

Speech Quality Analyst - ASR (R & D)

- Test the quality of speech-to-text output of Malayalam language.
- Automate speech-to-text testing using python scripts.
- Infer the shortcomings, issue patterns in text output.
- Create relevant text corpus as per the system demands.

College Of Engineering Adoor

Kerala, India

Assistant Professor

Aug. 2017 – Jan.2018

- Teach courses to undergraduate students
- Grade exams and papers, giving detailed feedback.
- Supervised Student projects
- Keep thorough records of student scores and attendance.

Associate Program Officer - NSS Technical Cell Adoor

- Coordinated various programmes for NSS volunteers and Conducted blood donation camps
- Conducted 7 days annual camp for NSS Volunteers.

College Of Engineering Cherthala

Kerala, India

Assistant Professor

June. 2015 – July.2017

- Teach courses to both Graduate and undergraduate students
- Grade exams and papers, giving detailed feedback.
- Supervised Student projects
- Publish papers in professional journals through extensive research
- Keep thorough records of student scores and attendance.

INTERNSHIPS

Fashion Data Curator

May 2018 – Nov 2018

Fabulyst Private Ltd

Bengaluru, Karnataka

- Analysis of fashion data products in ecommerce platforms
- Training of fashion Attributes
- Scraping of images from websites using beautiful soup

EDUCATION

TKM college of Engineering

Kerala, India

Mtech, Computer Science - 8.7/10

2012 – 2014

College Of Engineering Karunagapally

Kerala, India

BTech, Computer Science - 70%

2007 – 2011

SN Trust Central School

Kerala, India

Plus Two - Computer Science - 80.6%

2005 – 2007

Vimala Hridaya School

Kerala, India

Tenth - 79%

2005

PROJECTS

JioPhone Voice Assistant / Python, Flask, MongoDB, ,NLP, Docker, Github, Azure

Client : Reliance Jio Infocomm Limited, Bengaluru, India

Duration : Apr 2020 – May 2021

Responsibilities

- * Understanding the client's requirement and objective of the project.
- * Understanding the business problem and converting the same into a data problem
- * Processing, Cleansing and verifying the integrity of data used for analysis in Python
- * Created modules to extract various entities from unstructured data using python
- * Created training data for intent classification, trained models, checked various model metrics such as Accuracy, precision, recall and F1-score and deployment

JioSTB / Python, Flask, MongoDB, ,NLP, Docker,Github

Client : Reliance Jio Infocomm Limited, Bengaluru, India

Duration : June 2019 – May 2021

Responsibilities

- * Understanding the client's requirement and objective of the project.
- * Understanding the business problem and converting the same into a data problem
- * Created pipeline for data pre-processing in python
- * Created modules to load and retrieve data from databases
- * Created rule based techniques to perform Normalization on Indic languages data
- * Created rule based techniques to perform stemming on Indic languages data
- * Created training data for intent classification, trained models, checked various model metrics such as Accuracy, precision, recall and F1-score

Date and Time Parser / Python

Client : Reverie Language Technologies Limited, Bengaluru, India

Duration : june 2019

Responsibilities

- * Developed a date time parser for extracting date and time from indic language utterances.
- * Researched on various temporal algorithms used.

URL and Email Extractor / Python

Client : Reverie Language Technologies Limited, Bengaluru, India

Duration : May 2019 – June 2019

Responsibilities

- * Developed a method to identify url and email entities present in indic language utterances.
- * Researched on various transliteration techniques.

THESIS

Automatic Declassification of Textual Documents by Generalizing Sensitive Terms

Supervisor : Prof.Ansamma John

Domain : Health Care

Skills : Python, NLP, Research

Synopsis :

The proposed method removes the confidential information from the text document by first finding the independent sensitive terms. Then with the use of these sensitive terms the correlated terms that cause a disclosure threat are discovered. Again with the help of a generalization algorithm these sensitive and correlated terms with high disclosure risk are generalized.

CERTIFICATIONS

- Post Graduate Programme in Data Analytics, Certified by National skill Development Corporation.

Courses: Python, SQL, Excel, Machine Learning, R, POWER BI

PUBLICATIONS

- Veena Vasudevan, Ansamma John. "Automatic Declassification of Textual Documents by Generalizing Sensitive Terms". International Journal of Computer Applications 100(18):24-28, August 2014.
- Veena Vasudevan, Ansamma John. "A Review on Text Sanitization". International Journal of Computer Applications 95(25):14-17, June 2014.

PERSONAL SKILLS

- Good Problem Solving and Debugging skills.
- Comfortable Working Independently and in a team.
- Good Communication and inter-personal skills.
- Strong attention to detail and accuracy.

ACHIEVEMENTS

- Passed Gate 2012 with 94 percentile.

HOBBIES

- Listening to music
- Quilling