Ruchita Gathani

Dynamic leader offering 9 years of experience in technical sales, data analytics and business consulting

Proven track record of engineering and building customer-focused solutions driving operational efficiency, fraud detection and risk mitigation

CONTACT

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Schedule a catch-up:
https://calendly.com/ruchita-gathani

LinkedIn
https://www.linkedin.com/in/rkgathani
Trailhead by Salesforce
https://trailblazer.me/id/rgathani

CERTIFICATIONS

- SALESFORCE CERTIFIED EINSTEIN ANALYTICS AND DISCOVERY CONSULTANT
- IIBA CERTIFIED BUSINESS DATA ANALYST
- CERTIFIED SCRUM MASTER
- CERTIFIED TABLEAU ANALYST

TECH-STACK

- MS Office Suite
- SQL
- Tableau
- Google BigQuery
- Salesforce Einstein Analytics
- Conceptual Knowledge:
  - Cloud Computing
  - On-Prem to Cloud Migration
  - Google Cloud Platform
  - Mordernizing Data Lakes & Data Warehouse

WORK EXPERIENCE

Solution Engineer/Business-Data Analyst
Neustar Inc   Feb 2013 – April 2019

- Served as the primary point of contact to aid customers by **leading technical and product sales** and recommend best practice solutions
- Assisted in key-decision making as an **analytics expert** for internal and external partners by weaving stories with meaningful insight from data
- Effectively **turned business questions into data analysis**, and provided meaningful recommendations on strategy
- Served as an analytics expert for internal and external partners by **weaving stories with meaningful insight** from data to help them make better decisions
- Served as primary point of contact to assist customers by **leading technical and product sales** and recommend best practice solutions
- Conducted proof of concept analysis using **AI** based (SaaS) platform, responded to RFP's, presented the results to internal and external clients, created analysis reports & interactive dashboards, and presented the findings to C-level executives
- Served as primary technical contact when communicating to **Einstein Analytics** users and/or project team
- Built data models to deliver insightful analytics while ensuring the highest standard in data integrity
- Architect smart dialing strategies for collections and call centers

Accomplishments:
- Closed over **$10 million in sales** by selling the "value" of Neustar's products which helped customers -
  - Increase ROI by 42%,
  - Increase operational efficiency by 50%,
  - Increase Right Party Contact Rate by 90%
  - Decrease fraud rate by 20%
- Awarded with **"Pitch-Off Champion"** at Neustar's Sales Event (Customer's Choice Category, 2017)

EDUCATION

Masters of Science,
Information Technology-
Management
University of Bridgeport

Bachelors of Science,
Biotechnology and Genetics
Sardar Patel University

Product-Data Analyst
comScore Networks   Jan 2012 to Jan 2013
- Analyzed online consumer behavior using SQL & MS Excel for Banking institution from comScore's corporate data warehouse to prepare custom research projects
- Implemented efficient processes for producing ad-hoc analyses
- Interpreted data and communicated key findings and recommendation to address client business issues
- Identified patterns and trends within comScore's panel-based data and help clients to make major business decisions of online marketing and advertising

Business-Data Analyst
TJX Companies   May 2010 to Dec 2011
- Worked with Kronos Workforce Scheduler, Timekeeper and Analytics for preparing dashboards, cubes, eform etc. for store systems and operation division
- Responsible for writing SQL queries for data analyses and answering business questions
- Actively involved in preparing Change Requests forms using Enterprise Change Management System for Product Data Management (PDM)
- Responsible in manipulating large data sets and grouping them into data marts and reporting using Sharepoint
- Primary point of contact to develop various web applications – Point of Sale, Online Inventory, Shopping List etc.
- Interfaced and worked with business partners to ensure full understanding of business requirements and system solution

Personal Development   May 2019 to present
Career Break – Full time Mother

Enrolled in online courses while constantly keeping up to date with industry trends and best-practices.
- Working with Data & Dashboard in Einstein Analytics, Salesforce Trailhead Academy (December 2019)
- Trailhead Bootcamp for New Admins, Salesforce Trailhead Academy (June 2020 – July 2020)
- [Modernizing Data Lakes and Data Warehouse using Google Cloud Platform (Coursera) (](Aug 2020)
- [Essential Google Cloud Infrastructure (Coursera)](#) (Aug 2020)
- [GCP Fundamentals, Core Infrastructure (Coursera)](#) (Aug2020)