

# HEMA MALINI G

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## SUMMARY

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- Analyst with 5+ years of experience with expertise in SQL, Excel, and Python.
- Good understanding of modelling, statistical tools like Power BI, and AWS Redshift
- Well versed in performing data analysis, data warehousing and data modelling principles
- Advanced knowledge and experience in working with SQL databases as part of large data systems
- Strong analytical skills to collect, and analyse significant amounts of data with attention to detail and accuracy

## EDUCATION

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**Anna University** | Bachelor of Engineering in Electronics and Communication Engineering 2011 - 2015

- Percentage: 78%

## SKILLS

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- **Programming:** SQL, Python, JavaScript
- **Database:** Oracle, PostgreSQL, BigQuery, AWS Redshift
- **Technology:** PowerBI, MS Excel (VBA, Macros), Word, PowerPoint

## LEADERSHIP

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- Research and Quality Analyst Recruitment Committee
- Corporate Social Responsibility Committee Member

## EMPLOYMENT

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**Analyst** May. 2017 – Present  
The Deal Pvt Ltd | Chennai, TN

- Developed custom queries for internal applications to fetch and update customer profiles using SQL
- Designed and developed various data analysis, data warehousing solutions for data management platform
- Provide technical consulting to customers with our tutorials and APIs while integrating with BoardEx
- Work closely with the documentation and knowledge base teams to ensure that sufficient information is available and the content is up to date. Help documenting and improving FAQs, trivia, and tutorials
- Continuously perform analysis and collect feedback internally and from support requests to help improve the Solutions team's tech skills. This information should also be used as input for training the Solutions team

**Researcher** Oct. 2015 – May. 2017  
The Deal Pvt Ltd | Chennai, TN

- Performed secondary research in the assigned sectors. Developed in-depth understanding of the companies in the assigned sectors like business model, industry value map, technologies, and product offerings.
- Analyzing data, discovering trends and summarizing findings in the form of research reports, blogs and articles
- Collecting data and information from various external, internal sources and converting data into insights about industries and segments

## PROJECT SUMMARY

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**Role:** Analyst

Oct. 2018 – Present

**Client:** BoardEx Pvt Ltd

**Organization:** The Deal Pvt Ltd

**Technology:** SQL, Python, PowerBI, BigQuery, MS Excel, Oracle, AWS Redshift

### Project Synopsis:

Master Data Management Platform used for collecting and managing data. This data can be used for audience and industry segmentation to target specific users and contexts for advertising and predictive analytics models. The data stored includes customer information, demographics, and mobile identifiers or cookie IDs, which is then analyzed to allow businesses to create targeting segments.

### Roles and Responsibilities:

- Transforming and performing complex data manipulations using SQL and Excel (VBA, Macros)
- Developed good understanding of various data and file formats like XML, JSON, CSV, and PDF
- Helped in designing ETL solutions and designed multiple data models in SQL and PostgreSQL to store and manage the master data
- Prototyped data management solution in AWS Redshift and BigQuery for storing large data for the clients data management platform
- Developed multiple reports using MS Excel and PowerBI for various stakeholders. Automated few reports using Python and PostgreSQL

**Role:** Analyst

May. 2017 – Oct. 2018

**Client:** The Street Inc

**Organization:** The Deal India Ltd

**Technology:** PostgreSQL, SQL, JavaScript, Python, Scrapy, Mozenda, MS Excel

### Project Synopsis:

Predictive analytics platform to estimate and measure various industry parameters like technology, payment and fraud insights, omni channel insights, shipping insights, and commerce insights for competitor analysis and generating leads. These insights are used as parameters for industry specific predictive modelling to generate fit, intent, and opportunity score. This is then used by the executive and leadership teams to generate and prioritize leads and other marketing analytics.

### Responsibilities:

- Collected company information from various primary and secondary data sources
- Helped in data management, cleaning, master data management for all the company information in PostgreSQL
- Helped in developing data pipeline process to improve overall productivity of data ingestion process using Python
- Helped in crawling of data from various data sources to collect industry related parameters using Python, and Scrapy
- Fixed various SQL bugs on internal applications to resolve any data inconsistency and data cleaning. Automated crawling workflows using Scrapy and Mozenda web application

**Role:** Researcher

Oct. 2015 – May. 2017

**Organization:** The Deal India Ltd

- Analyse dataset, discover trends and summarize findings in the form of research reports, blogs and articles

- Collected data from various external and internal sources to convert them into insights about industry or segments
- Performed comparative analysis of companies listed in US stock exchanges to derive market and industry intelligence
- Developed in-depth understanding of companies to calculate revenue, shares and other competitor analysis details
- Handled research and QA for internal application dataset to update board members, executive profiles

## **AWARDS**

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- 4x Best Performer Award