

HEMASESHAN RAJASEKARAN

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BUSINESS AND MANAGEMENT ANALYTICS

Ambitious and meticulous analytics professional with four years of experience and aptitude for complex tasks. Proven ability to provide ingenious solutions for challenging business demands. Possess strong leadership and communication skills along with the competence to strive in fast-paced setting. Applies analytical skills and expertise to maximize business performance and drive fact-based decision making.

Core competencies include:

- Sales and Marketing Analytics •Sales Reporting •Decision Support Tools and Dashboards •Target Analysis and Customer Segmentation •Activity Planning •Sales Force Size and Structure •Product Launch and Channel Strategy •Sales Compensation •Process Automation •Web Analytics •Territory Alignment •Data Visualization
- Time series analysis •Predictive Modelling •Forecasting •Agile Project Management (JIRA)

PROFESSIONAL EXPERIENCE

Senior Business Analyst, Tredence Analytics • India • May 2017 – July 2018

Tredence is a bay area based analytics start up and it provides analytics and consulting services to Fortune 500 companies. It was recognized as the 385th fastest growing start up by INC. Created and automated personalised business solution to the CFO's office of the fastest growing corporate travel management firm in the world. Modelled an intricate and validated forecasting setup to forecast daily travel demand across geographies and travel segments.

- Secured a long term working relationship for the firm by converting the pilot opportunity. This was achieved by providing customized analytics solutions and allowing shorter development cycles.
- Created visualization system for diagnosing business performance across countries and travel segments to be consumed by all levels of the organisation.
- Reduced the Tableau report development cycles including requirement gathering by 50%.
- Built short term (4-6 months) and long term (24 months) day level forecast for varying market sizes and business segments. Improved the forecasting accuracy by 15%.

Business Analyst, ZS Associates • India • September 2014 – February 2017

One of the top most sales and marketing consultancy that serves clients primarily in the pharma industry. Enabled and supported sales and marketing activities for a pharmaceutical company ranked under Top 15 worldwide. Created call/activity plan to enable the clients make the best customer engagement planning decisions by combining smart analytics with detailed insights from the sales force teams. Responsible for creating executive level reports showing the business trends for the Company's Oncology segment.

- Streamlined targeting, segmentation and activity planning in the Oncology market worth ~5 billion USD.
- Formulated strategies for different brand launch for the client adhering to the key business aspects of the promotional activities
- Created & improved reports to validate effective area alignments, customer targeting & sales execution.
- Tracked and analysed the performance of websites and other non-personal promotional (NPP) tactics for Health care professionals and Consumers.
- Assisted in constant redesign and improvement of the NPP campaigns especially websites by measuring key performance metrics, traffic and campaign performance over time.

EDUCATION

Master of Management Sciences, University of Waterloo **Sept 2018 – Aug 2019, CGPA 3.7/4**

Teaching Assistant •Economic Technological Change •Managerial Economics •Operations Planning

Graduate Courses •Quantitative Data Analysis •Operations Research •Organizational Theory and Behaviour •Applied Economics for Management •Big Data Analytics •Statistical Methods for Data Analytics •Operations Analytics •Statistical Consulting

Certification: Graduate Diploma in Data Analytics, University of Waterloo (GDDA)

Bachelor of Technology in Production Engineering, NIT-Trichy **July 2010 – May 2014, CGPA 8/10**

TECHNICAL SKILLS

Data Analysis Tools: Structured Query Language (SQL), Statistical Analysis System (SAS), R, Python

Visualization Tools: Tableau

Proficient in Microsoft Office Suite: Advanced Excel, Access, PowerPoint, VBA