

DHANACHITRA DHANAPAL

DATA ANALYST — Data Visualization, SQL Analytics, Business Reporting

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SKILLS

- **Programming:** Python, SQL for data manipulation, querying, automation, statistical modeling, and analysis.
- **Data Visualization:** Power BI, Tableau, Excel, Kibana, interactive reporting, trend analysis, insights.
- **Databases:** MySQL, CSV handling, JSON parsing, schema, relational queries, ETL, structured data storage.
- **Analytics & ML:** Pandas, NumPy, Scikit-learn, NLP, regression, classification, clustering, predictive modeling.
- **Platforms:** Git, Jupyter Notebook, FastAPI basic, Docker basic, AWS & GCP foundational, cloud integration.

WORK EXPERIENCE

Senior Account Manager

Times Group (Radio Mirchi)

Dec 2020 – Mar 2024

India

- Drove 20% YoY revenue growth across key accounts by analyzing audience cohorts, modeling demand trends, and guiding acquisition planning using revenue forecasting.
- Evaluated market segmentation data, identifying campaign gaps and refining media allocation logic, increasing conversion metrics by 15% across multi-channel portfolios.
- Constructed KPI dashboards and executive reports, tracking 14+ budget variance and performance indicators, strengthening ROI visibility and cost leakage control.

Assistant Manager

Aditya Birla Capital

Oct 2018 – Dec 2020

India

- Elevated channel sales by 25% by analyzing distributor performance datasets, deriving actionable insights, and realigning territory allocation models.
- Assessed mutual fund transaction data, generating management reports and conducting 10+ variance analyses, enabling revenue forecasting and performance benchmarking.
- Developed KPI tracking frameworks, monitoring 15+ distributor productivity and portfolio penetration indicators to strengthen target attainment evaluation.

Relationship Manager

HDFC Asset Management Company

Jul 2017 – Sep 2018

India

- Analyzed client portfolio data, identifying allocation gaps and investment opportunities, increasing asset mobilization by 22% across assigned territories.
- Consolidated sales and performance datasets, generating executive summaries and growth projections, improving quarterly planning accuracy by 17%.
- Formulated 5+ acquisition analytics models, evaluating channel contribution trends to strengthen new investor onboarding performance tracking.

Assistant Systems Engineer

Tata Consultancy Services (TCS)

Jul 2014 – Aug 2015

India

- Engineered mainframe modules for BFSI clients, validating financial datasets and strengthening data integrity controls, reducing reconciliation defects by 19%.
- Streamlined documentation and testing workflows, analyzing defect patterns and improving validation cycles, shortening release timelines by 16%.
- Remediated legacy system issues, enhancing reporting logic and executing quality checks, decreasing production incident frequency by 21%.

ACADEMIC PROJECTS

AI-Powered Web Activity Firewall – Anomaly Detection

Machine Learning, Feature Engineering, Predictive Modeling

- Developed anomaly detection models, engineering behavioral attributes and calibrating classification thresholds, evaluating 12+ risk indicators across structured web traffic logs.
- Validated predictive performance using cross-validation and precision-recall diagnostics, constructing dashboards tracking security metrics with 99.8% consistency.

Predictor AI – ML Pipeline and API Deployment

Model Deployment, Workflow Automation, Real-Time Inference

- Engineered end-to-end predictive pipeline, integrating preprocessing and model persistence, governing 15+ input variables for real-time inference scoring.
- Implemented API-based scoring framework, validating response outputs and monitoring model stability, improving prediction consistency by 10%.

Executive Business Intelligence Dashboards

Data Modeling, KPI Analytics, Performance Visualization

- Designed executive dashboards comparing actual versus budget outcomes, analyzing 18+ KPIs across product lines and regional performance segments.
- Optimized data models and computed measures, enhancing business variance interpretation and improving reporting accuracy by 30%.

EDUCATION

Postgraduate Certificate - AI: Analysis, Design & Implementation **Jan 2025 – Aug 2025**

Durham College, Oshawa, Ontario

Postgraduate Certificate - Data Analytics for Business Decision Making **May 2024 – Dec 2024**

Durham College, Oshawa, Ontario

MBA - Marketing & Human Resources **Aug 2015 – Apr 2017**

PSG Institute of Management, India

B.E. - Electronics & Communication Engineering **Aug 2010 – Apr 2014**

Velammal Institute of Technology, India

ADDITIONAL INFORMATION

- **Semester Exchange – International Management Studies, Hof University, Germany (2016)**