

SOWMIYA DINAKARAN

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SUMMARY

- Analytics professional with ~6+ years in **sales**, **operations**, and **strategic revenue** management. Passionate about leveraging data analysis techniques to solve complex business challenges and drive informed decision-making.
- Effective project management and leadership skills developed by managing teams & organizing events.

EXPERIENCE

Broward Health Data & Systems Analyst

Fort Lauderdale, FL
July 2024- Present

- Built **Employee Turnover** dashboard in **Power BI** leading to 25% reduction in turnover rate and enhanced decision-making efficiency by 30%.
- Extracted and analyzed **salary structure** data using **SQL**, reconfiguring tables to distinguish job levels with minimum and maximum rates. This **reduced report** generation time by 40%,
- Developed an automated script in **Python** using the pandas'package to audit **Cost Center** files. This automation improved **data quality by 50%**, boosted overall efficiency by 40%, and saved 10 hours per week.

Environment: Infor, Microsoft Excel, Power BI, SQL, Service Now, Infor Spreadsheet Designer (ISD), Python

Dish Network: Sling TV Data Operations Analyst

Tampa, FL
Feb 2023 -June 2024

- Reduced the **churn rate** to **9%** on **Sling Free Stream** platform by analyzing the **content consumption** data & **user** interaction data.
- Using **Google Analytics**, tracked website and app user behavior, providing valuable insights into user interactions and conversions.
- Extracted Sling Free-Stream information using **SQL**, maintaining, and cleaning the sales data to ensure accuracy and reliability.
- Administered **market research**, **customer interviews**, and competitive analysis to identify market needs, user pain points, and opportunities for innovation in the **data product** space.
- Contributed to a **10%** increase in **customer satisfaction** scores by analyzing and addressing network quality issues.
- Proposed research and data from **Sling TV** service statistics to implement a new and innovative **marketing strategy campaign** that targeted more than 5,000 audiences in every US state with dashboards.

Environment: SQL Server Management, Tableau, JIRA, Python, Confluence,MS Excel, Jupyter Notebook

Pfizer Inc Drug Data Reporting Intern

New York, New York
May 2022 - Aug 2022

- Developed a quantitative data modeling in **R Studio** to build **logistic regression models** for estimating the number of cumulative covid-19 cases through Adverse Events (PT).
- Collaborated with data request management team to implement quality control measures for **drug data** file elements, resulting in a **20%** improvement in **data integrity** and compliance with **GMP standards**.

- Analyzed and monitored healthcare plan data for **medical claims**, resulting in a **10% reduction** in claim processing errors.
- Completed 50+ hours of technical training taught by Pfizer's Principal Data Scientists with topics including **linear regression model**, **Data Science algorithms**, MES, and cloud-based platform such as **AWS Redshift**.
- Using **R Markdown**, maintained reusable, web-based interactive reports to analyze the covid-19 cases thereby decreasing the number of scheduled reports by 30% overall for the self-regulatory agencies.

Environment: R Studio, R Markdown, Alteryx, PostgreSQL, MS Excel, LIMS, MS Word, Tableau

Tata Consultancy Services

Chennai, India

IT Consultant

Mar 2017 - Aug 2021

- Built **Tableau** dashboards to track **MoM rate** and monitor content analytics KPIs with identifying pain points in the process and performing Root Cause Analysis (RCA) to determine the best solution.
- Reviewing, developing, and updating departmental policies and **standard operating procedures**.
- Assisted in analyzing **order management data** to study customer behavioral patterns using **Python** to achieve **product recommendations** and intelligent shopping. This allowed for a **5% increase** in online sales.
- Facilitated collaboration between **product stakeholders** & technical writing team to ensure successful execution of feature translation projects, resulting in an increase of customer usage by **20%**, thus **decreasing** the **bounce rate** of the **Walgreens** website.
- Validate the **weekly status reports** across the sites, to show the accurate percentage of the Assess and Build phase completion.
- Conduct **review** of the database objects such as tables, views etc. to determine the status as-is and to determine scope of improvement in the overall design from the performance point of view and provide recommendations.

Environment: Tableau Desktop, Tableau Server, Oracle SQL Developer, Talend, ServiceNow

TECHNOLOGIES

Tech: R, SQL, R Markdown, Tableau, AWS, Python, Jira, Confluence, Power BI, Infor, Alteryx, Talend,

Languages: English, Tamil, Japanese (Basics) | **Others:** Trello, MES, QMS, Microsoft Office Tools, Databricks, Procreate

EDUCATION

University of South Florida

Master of Science in Business Analytics & Information Systems

Tampa, Florida

Aug 2021 - Dec 2022

Anna University

Bachelor of Engineering in Biomedical Engineering

Chennai, India

Aug 2012 – May 2016