

# DAPHNE GNANAPRAGASAM

## DATA SCIENTIST

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### EXPERIENCE

#### Sales Coordinator | Mattamy Homes

OCT 2019 - PRESENT, TORONTO, ON

- Analyze and interpret business processes for inventory ranging \$1.2M to \$1.5M while providing meaningful and impactful insights on trends from the data to internal stakeholders
- Proactively extract and analyze sales and marketing data with excellent attention to detail on a daily basis and highlight key findings to senior management
- Strong understanding of performance drivers and mechanics of KPIs, to further assist in strategic funding decisions

#### Finance Manager | Volkswagen Group Canada

JUNE 2018 - SEPTEMBER 2019, TORONTO, ON

- Actively provided strategic and value-added financial insights leading to a 6.98% increase in sales promotions between Q2 and Q4
- Coordinated closely and provided centralized support to senior management and managed a sales budget of over \$750,000 for dealership marketing and sales promotions.
- Managed budgets and proposals with contractors and head office personnel for floor plans, valued close to \$535,000 annually
- Maintained and diligently followed quality assurance and risk assessments while analyzing monthly and quarterly sales reports

#### Brand Specialist | Volkswagen Group Canada

JANUARY 2016 - MAY 2018, TORONTO, ON

- Recognized as a Top 5 grossing salesperson in 2016, bringing in over \$420,000 in sales in under a year
- Tracked consumer buying cycles through trend analysis to create market specific promotions that led to an increase of 4% in Q3 and Q4 of 2017

### EDUCATION

#### BrainStation | Diploma Candidate, Data Science

APR - JUL 2020, TORONTO, CA

#### BrainStation | Certificate, Data Analytics

APR - MAY 2020, TORONTO, CA

#### Ryerson University | Bachelors in Commerce, Accounting Major

SEP 2009 - JUN 2014, TORONTO, CA

### PROFILE

I aspire to improve the quality of life of Canadians through insights made from the endless wealth of data afforded to us in the financial industry.

With over 5 years of experience in sales and marketing combined with my new knowledge of programming and data visualisation, I hope to aid your team in uncovering the story and wealth of information that's lying hidden in your data.

### SKILLS

SQL, Python, R, SaaS, Tableau, Power BI, Sales Cloud, Salesforce, Lotus Notes, SharePoint, Microsoft Office (Excel, Word, Access, Outlook, Project and PowerPoint), JD Edwards, AutoCAD, InDesign, QuickBooks, One- Eighty