

ROBIN RAMSAMY

CONTACT DETAILS

-  57810377
-  rramsamyrc@gmail.com
-  Belle Etoile, Coromandel

SKILLS

- Risk Analytics
- Power BI
- SQL
- R
- Alteryx

EDUCATION

October 2020
Master of Science (MSc) in Data and Decision Analytics
University of Southampton UK

July 2019
Bachelor of Science (BSc) in Mathematics with Actuarial Science
University of Southampton UK

November 2015
A Level - Royal College Curepipe

PERSONAL STATEMENT

Adept at leveraging tools like Power BI and SQL, I significantly enhanced data analytics capabilities at Cim Finance & The Rank Group, leading pivotal projects that improved data governance and profitability insights. My leadership not only streamlined operations but also fostered team growth, showcasing my technical proficiency and ability to inspire team excellence.

WORK HISTORY

Mar 2025 - current

BI Insights Manager

The Rank Group

- Spearheaded data-driven strategies based on behavioural analytics, uncovering actionable insights for customer retention and acquisition
- Leveraged customer and transactional data to identify revenue opportunities, reduce churn, and maximize customer lifetime value in the highly competitive UK gambling market
- Lead performance analysis of marketing campaigns, promotions, and product offerings, providing strategic recommendations to improve ROI and customer engagement
- Collaborated with senior UK based leadership to present in-depth data insights, shaping business strategies that enhance operational efficiency and market positioning
- Provided ad-hoc data analysis to support strategic decision-making across commercial, product, and marketing teams
- Managed and mentored the Mauritius analytics team, fostering innovation using Alteryx and ensuring the development of data-driven solutions across the group

July 2024 – Feb 2025

Team Leader - Data Analytics

Cim Finance

- Oversaw daily team operations, ensuring efficient workflow management, task prioritisation, and smooth execution of responsibilities
- Led the implementation of data governance frameworks to improve data quality, access controls, data lifecycle management and safeguard sensitive information
- Authored and documented the business requirements document for the implementation of a rule engine for the core system detailing rules, workflow and reporting requirements to ensure accurate system design and alignment with business objectives
- Developed a daily reporting system to generate and track credit card sales leads, supporting upsell strategies and monitoring lead performance

January 2024 - June 2024

Associate - Data Analytics

Cim Finance

- Developed a product profitability model for the portfolio's product holdings, providing comprehensive visibility and actionable insights to the board for strategic decision making
- Led the design and implementation of a business rule engine for BNPL product (MoPay), collaborating with system provider and coordinating UAT to ensure accurate execution and alignment with business requirements
- Utilised Robot Process Automation to automate the ETL of end-of-months reports, generate sales leads for new product and renewing credit line following credit performance vetting, enhancing efficiency in portfolio monitoring for Aspira Kenya

March 2022 - December 2023

Business Intelligence and Data Analyst

Cim Finance

- Assist in the company's formulation of the credit policy by creating metrics to track scorecards' performance and the portfolio's credit risk using a data-driven approach
- Use of data mining techniques to exploit the data warehouse and identify new business opportunities
- Development of bulk-scoring process to simulate approval flow of customers and generate targeted sales lead
- Creation of Power BI dashboards to report KPIs for stakeholders
- Review tasks/projects assigned to junior analysts and support their development in the team.

December 2020 - February 2022

Data Analyst

EY RDS (Regional Delivery Services)

- Performed data transformation procedures using SQL and Alteryx to confirm completeness of data extracted from ERP systems
- Loading the transformed data into EY Helix library of analyzers to support the audit team
- Prepared working papers documenting steps followed during data assessment process
- Part of a project lead by EY UK&I to build standard Alteryx workflows for specific ERP systems.