

Tableau profile

<https://public.tableau.com/profile/hemalsheths#!/>

Featured in

2017 Tableau Viz of the day - Interactive visualization Featured in Tableau gallery

What works for Bollywood at Box Office - Interactive Data Driven Story published on 4/9/2017

<http://economictimes.indiatimes.com/magazines/panache/box-office-update-bollywood-fantasy-rakes-in-the-moolah/articleshow/60303552.cms>

Synopsis:- India has seen a steady rise of Multiplex screens. Lots of experimental movies are released on various subject and genre. Interactive visualization focuses on the genre based movie performance in India past one year.

My Role in this project:- This is a self initiated project. Ideation, Data extract, data crunching, analysis and insights and build visualization using Tableau. Independently executed the entire data story.

Section:- ET Panache. **Turn around time:-** 1 month

Awards and Honours

2015 'A Bumpy Ride' - Runner-up prize - Most creative entry category

Association of State Road Transport Undertaking (ASRTU) in association with Embarq and WRI India with support of Ministry of Road Transport & Highways had released the data sets on physical and financial performance of all the state road transport undertakings in India for the year 2013-2014. Data sets included many topics like fleet strength, number of buses per passenger, staff operating, non-operating cost, productivity ratio, accidents across states and metropolitan cities etc. The challenge was to analyse these data sets, extract key insights and come up with infographic/data visualization which depicts the performance of SRTUs

2014 'Tale of Two Cities' - Honourable mention - Climate Crush - Weather Analytics Contest

The information graphic reflects weather conditions of Cairo and Singapore. Both cities have different climatic condition with former located 30 degrees north and later 1 degree north of the equator. Taken into consideration, the weather scenario for last five years from 2009 to 2013 (data exploration), I have highlighted few insights depicting peculiarities and weather comparison trends like air temperature, humidity etc that affect both cities.

2014 'TOP 5 CAUSES OF DEATHS in United States' Category award winner - Greatest Visual Impact

The objective of presenting this story is to educate viewers, various demographics and factors accounting for death among Americans. The infographic was designed by exploring the open data source and narrating it in visual format. It helps the reader to evaluate his/her condition and become aware of the situation prevailing around.

Work summary

Experience

Total experience: 15 years in the field of design and data visualization

----- **Digital/BI domain**
6 years

----- **Print media**
9 years

Sectors

Digital/Business Intelligence

Worked in Digital publication, Business/Competitive Intelligence, Data Analytics domain.

Viz: Economic Times (Times internet Ltd), ET Prime - A digital publication, Infocepts, eClerx Digital etc.

Print media

Worked for various media houses - Newspapers and magazines in financial segment.

viz: Forbes India, Business Standard, Outlook, Hindustan Times etc.

Type of work

Digital/Business Intelligence

- Data driven responsive visualization, charts and gif animations for desktop, tablet and mobile devices
- Creation of dynamic/interactive dashboards for clients like Nielsen (UK & Malaysia), adidas, Dell, Radisson, Comcast

Print media: Page layout design and information graphics for feature stories, special issues like rich list.

Community project volunteer - Viz for social good

A platform for data visualization enthusiasts who can participate in various NGO's data driven projects; bring awareness and reforms among policy stakeholders through story telling, analysis and interactive data visualization dashboards

My volunteered participation

2020 Project: Sunny Street, Queensland, Australia

A dynamic initiative offering primary healthcare and complex service coordination for individuals and families experiencing homelessness and vulnerability

Target audience: Across all levels of state and federal government, philanthropists, corporate and consumer sponsors.

Call-to-action: An interactive data visualization dashboard will provide audience an opportunity to understand, analyze and support Sunny Street by way of donating, volunteering, mentoring etc.

https://public.tableau.com/profile/hemal#!/vizhome/SunnyStreet-CommunityHealthcareDashboard/SS_dashboard_home

2019 Project: Furniture Bank, Canada

A story telling with data visualization for Canada's Furniture Bank who has been providing reused furniture and houseware items to various social communities past 20 years.

Target audience: Government Solid Waste Professionals, Households, Business

Call-to-action: By ensuring all good furniture makes it to their local furniture bank and support donations to help operate the charities that do this work.

https://public.tableau.com/profile/hemal#!/vizhome/Furniture_bank_V2/FurnitureBank

MakeoverMonday - A weekly data analysis and visualization forum

2020 My weekly submissions

<https://public.tableau.com/profile/hemal#!/>

Tools/Skill set

Current

Tableau desktop, Adobe Illustrator, Photoshop, Microsoft Excel, PowerPoint

Past

Ai2html, Datawrapper, Adobe Indesign, QuarkExpress

Work Experience



Job Title



Organization



Location

2018
December2020
January

eClerx



Navi Mumbai, India

Domain

Business Intelligence,
Advance analytics

Tools used

Tableau Desktop, Microsoft
(Excel, PowerPoint)
Adobe Illustrator

Associate Program Manager, Data Visualization

The goal assigned to me is to manage dashboards/reports revamp, redesign for clients across various eClerx digital clusters like advanced analytics, digital operations, competitive intelligence

- Understand the dashboard project requirement from operations team, its feasibility and impact on stakeholders.
- Create story telling mock-up highlighting insights from the data sets with engaging navigation and drill-down functionality for its users.
- Attention to enhanced UI/UX design following client's brand guidelines while creating dashboard design.
- Co-ordination and communication with operations teams and developers, to develop dashboard as per the designed mock-up.
- Visualization quality check to ensure proper dashboard functioning as per the data sets.
- Knowledge sharing with team members on regular basis by conducting sessions.

Clients: Comcast, Dell, adidas, Radisson

2016
June2018
December

Economic Times

Digital division,
Times Internet Ltd.

Noida, India

Domain

Digital Media

Tools used

Tableau Desktop,
Datawrapper,
Adobe (Illustrator,
InDesign, Photoshop)
Microsoft Excel, Ai2HTML

Manager, Data Visualization

In this role, my primary responsibility was to start Data Visualization practice and services by creating dynamic and interactive graphics for online stories

- Created Economic Times Tableau library, where all the dynamic graphics are hosted.
<https://public.tableau.com/profile/economictimes#!/>
- Pitching for data driven story ideas
- Started service of creating interactive/dynamic graphics, data gifs; using Illustrator, Tableau for online articles and embed the graphics in the article
- Creation of standard chart templates that can be used in weekly articles
- Data Visualization and designing of Survey reports on various BFSI sector
- Created and published self-initiated projects on interactive data stories and dashboard

4/12/2017 - **ET 500 companies annual ranking interactive dashboard (Tool used: Tableau)**

<https://economictimes.indiatimes.com/et500>

This is an interactive dashboard about Economic Times Top 500 companies annual rankings based on various factors like MarketCap, Sales, Profit etc.

4/9/2017 - **What works for Bollywood at Box Office? (Tool used: Tableau)**

Details mentioned in achievement section

10/5/2017 - **India's unlawful need for speed (Tool used: Tableau)**

<http://economictimes.indiatimes.com/news/politics-and-nation/global-road-safety-week-un-urges-drivers-to-slow-down/articleshow/58593101.cms>

This was a maiden interactive story telling project for Economic Times.

Into the 4th year, United Nations every year organizes UN Road safety campaign in 1st week of May, with theme focus on 'safety'. I have created a data story on Speed related accidents in India, factors affecting speed, speed related accidents, international scenario.

My Role in this project:- Ideation, data extract, data crunching, building insights and create visualization using Tableau. Independently executed the entire data story.

Section:- News, Politics and Nation. **Turn around time:-** 3 weeks

Work Experience



Job Title



Organization



Location

2013
December2016
June

InfoCepts



Nagpur, India

Domain

Business Intelligence

Tools used

Adobe (Illustrator,
InDesign, Photoshop)

Consultant, Data Visualization

- Understand client's project requirements and build dashboard mock-ups and design. Provide solutions on dashboards based on best data visualization practices
- Client:** Nielsen (UK and Malaysia)
- To find key insights from data exploration, its trend and build a graphic story. Ideation and discussion with team lead for visual presentation.
- Create theme based illustrations, graphic elements like icons to present complex information in simple and effective visual format
- Create designs for Web/Mobile dashboard and mobile app.
- Mentoring, guiding and knowledge sharing for young team of data visualizers
- Conducting presentations at regular intervals on various design topics for the team
- Contributing articles for company's internal blog as well as publishing it on LinkedIn Pulse

2008
November2013
November

Forbes India



Mumbai, India

Domain

Business Magazine

Tools used

Adobe (Illustrator,
InDesign, Photoshop)

Principal Designer - Infographics

- To attend meetings and understand the story briefs from the writers, editors and generate ideas as per the briefs.
- Discuss and execute ideas for page-layouts and Information graphics in co-ordination with Art Director
- To create master templates and style-sheets

2007
December2008
October

Outlook Profit



Mumbai, India

Domain

Business Magazine

Tools used

Adobe (Illustrator,
InDesign, Photoshop)

Senior Graphic Designer

- Designing magazine cover, page layouts and Information graphics

2007
March2007
November

Hindustan Times



Mumbai, India

Domain
Newspaper

Tools used

Adobe (Illustrator,
InDesign, Photoshop)

Graphic Designer / Infographist

- Photo Imaging / Illustrations for articles of various sections of newspaper like Metro, Nation, Sports, Business and special feature stories
- To create visual based information graphics as per articles and space allotted for the same
- Create icons, maps and logo units based on news topics

2005
October2007
February

Business Standard



Mumbai, India

Domain
Financial Newspaper

Tools used

Adobe (Illustrator, Photo-
shop), Quark Express

Graphic Designer / Infographist

- To understand stories/articles of various topics like Finance, Technology, Communication, media, etc. and create Imaging.
- Designing page layouts and supplements of newspaper — Ice World: About various technology, communications & media; BS Education: About education; Small Medium Enterprise (SMEs), BS Motoring – Magazine on automobiles

Education

Degree: Bachelor of Commerce (B.Com)
with specialization in accounting

University: Mumbai University,
Maharashtra, India.

Month & Year: April 1997-98

Certifications

Course: Commercial Art
Institute: Rachna Sansad, Mumbai
Month & Year: 2001-2002

Course: Diploma program in Web Multimedia
Institute: Edit Institute
Month & Year: 1999-2000