Santhosh Balaji

Chennai, Tamil Nadu, India

📞 +91-84284 55645 ✉ johnsanthosh1722@gmail.com in linkedin.com/in/Santhosh-balaji-analyst

Profile Summary

- **Data Analyst** with over 3.5 years of experience in Data Analytics, Market Research and Digital Marketing.
- Proven ability in analyzing large datasets, debugging SQL queries, and transforming data to drive business decisions.
- Proficient in creating compelling, interactive dashboards using Power BI, enhancing data accessibility and understanding.
- Strong command over Python, SQL, Power BI and Excel enabling efficient data manipulation and analysis.

AREA OF EXPERTISE

- Data Analysis
- Data Visualization
- Client Handling
- Data Manipulation
- ETL
- Data Mining
- Digital Marketing
- Market Research

Experience

iOPEX TECH — Data Analyst (Digital Marketing)   Aug 2024 — Present

- Building Data pipelines using SQL from Aws S3, Click House and Other various third-party Data Sources for Feeding Tableau dashboards, Machin Learning Models and docs like G-Sheet with appropriate data.
- Manipulated campaign data using Python (Jupyter Lab) and Created visualizations using Seaborn and Matplotlib for Ad-hoc reporting, Post Campaign Analysis and Diagnostic Analysis then posted the results in regular client catch-ups.
- Automated and streamlined tasks like Alert notification, Discrepancy Notifications and post Campaign reports.

NielsenIQ- Senior Data Analyst   July 2023 — Aug 2024

- Performed data variance analysis**,** z-Test, T-test, Chi-Square Test and conducted EDA on a regular basis.
- Cross Functionally worked on an automation project for operations: Queue Management using python and developed power BI dashboard for the same.
- Handled a team of 10 and managed client Inquiries, Ad-Hoc, escalations and conducted Root Cause Analysis (RCA).

NielsenIQ- Data Analyst   Aug 2021 — Jun 2023

- Debugged SQL queries and maintained data flows, demonstrating **critical thinking** and **attention to detail** to ensure 100% accuracy in data extraction from MySQL Workbench and Power BI.
- Expertise in collating, cleansing, validating, analyzing, and warehousing large volumes of FMCG data, ensuring data integrity and accuracy through comprehensive ETL processes.
- Designed and delivered customizable dashboards using Power BI and internal analytical tools, leveraging creativity and stakeholder communication to provide actionable insights.

Technical Skills

Analytical Tools: Click House, MySQL, Power BI, Jupyter Lab , Excel.

Languages: Python, SQL, DAX

Technologies/Frameworks: Pandas, NumPy, Machine Learning, Kafka

Education

MADRAS UNIVERSITY   Aug 2022 — May 2024
Master of Computer Application— CGPA: NA   *chennai, Tamil Nadu*

DG VAISHNAV COLLEGE   Aug 2018 — May 2021
Bachelor of Computer Science — CGPA: 7   *chennai, Tamil Nadu*

Certifications

- Google Data Analytics   – View Creds
- Hacker Rank Intermediate – View Creds

Languages known

- English - Expert with public speaking ability.
- Tamil   - Native.
- Hindi   - Conversational.