Santhosh Balaji

Chennai, Tamil Nadu, India

 +91-84284 55645 [](mailto:pradeepm.analyst@gmail.com) [johnsanthosh1722@gmail.com](mailto:johnsanthosh1722@gmail.com)



[linkedin.com/in/Santhosh-balaji-analyst](https://www.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

# Experience

* Client Handling
* Data Manipulation
* ETL
* Data Mining
* Digital Marketing
* Market Research

**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.

# Projects

**Festive Campaign Analysis** *| SQL, Power BI, PowerPoint |* [Live Dashboard](https://app.powerbi.com/view?r=eyJrIjoiNmRjZWRjNTgtZTYzYS00MzUyLThmNjItNzA3YzhhZDllYTQwIiwidCI6ImM2ZTU0OWIzLTVmNDUtNDAzMi1hYWU5LWQ0MjQ0ZGM1YjJjNCJ9)

* + During Diwali and Sankranti campaigns across 50+ Southern Indian retail stores, Utilized SQLto analyze transactional data and identify purchase trends. Built an interactive Power BI dashboardfor enhanced data visualization. This analysis led to the discovery of a 110% average increase in revenue during both campaigns, informing future strategies.

# 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](https://www.coursera.org/account/accomplishments/professional-cert/UUA6NNACNZRG)
  + Hacker Rank Intermediate [– View Creds](https://www.hackerrank.com/certificates/56aeb80c22fd)