

Agnes Arul Trinita S

Data analyst

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SUMMARY

Experienced Data Analyst with a proven track record of one year, proficient in harnessing **Python**, **Excel**, **SQL**, and **PowerBI** to extract valuable insights from intricate datasets. Dedicated to translating data into actionable recommendations to drive informed business decisions.

KEY SKILLS

• Python • SQL • Microsoft Power BI • Dashboard Development • Microsoft Excel • Data Visualisation
• Data analysis • Data Manipulation • Statistical Analysis • NLP • Machine Learning • Analytical skill • Stakeholder Collaboration

PROFESSIONAL EXPERIENCE

Data analyst

Jul '22 - Aug '23

I-PAC

Hyderabad

- Utilized **Python** for quality assurance by automating hourly data collection and processing. This initiative resulted in a significant **80% reduction** in manual workload while ensuring real-time accuracy and up-to-date reports.
- Led the extraction and analysis of large datasets from multiple databases using **SQL** queries, encompassing over **11 lakh records**, resulting in a remarkable **90% improvement** in overall campaign performance by successfully identifying active users.
- Synthesized both quantitative and qualitative findings into actionable insights and communicated them effectively to diverse stakeholders. Additionally, designed **Streamlit's** user-friendly interface to create dynamic visualizations, enabling stakeholders to explore voter demographics, trends, and campaign strategies.
- Created dashboards for **data visualization** and analysis of user journeys in the mobile apps, encompassing the **2,300 monthly users**, to effectively track and interpret usage trends.
- Automated web data collection using **Selenium** and **Beautiful Soup**, improving data quality, accuracy, and voter engagement.
- Developed custom heatmaps using **QGIS** and **PowerBI** visualizing vote share distribution, parties' electoral performance, and MLA achievements across regions.

EDUCATION

Master of science in Data science

Jul '20 - Oct '22

Loyola College

Chennai

- Scored 8.4 CGPA

Bachelor of Computer Application

Oct '17 - Jul '20

Loyola College

Chennai

- Scored 7.8 CGPA

PROJECTS

Voter Segmentation and Targeted Campaign Analysis

Apr '22 - Jul '22

- Led a **machine learning**-driven political analysis project to forecast election outcomes by tracking voter sentiment.
- Applied feature engineering and ensemble learning methods, resulting in **10% increase** in prediction accuracy.
- Utilized **Power BI** to communicate data-driven political insights, leading to a **20% improvement** in campaign efficiency and overall success.
- Collaborated with cross-functional political teams to optimize resource allocation and streamlining campaign efforts.

Political Sentiment Analysis on Social Media

Jul '21 - Mar '22

- Conducted a machine learning project analysing political sentiment on social media platforms during a prominent election campaign.
- Utilized data collection, natural language processing (**NLP**), and **predictive modeling techniques** to gain insights into public sentiment and key issues.
- Employed machine learning algorithms, including Naive Bayes, to perform sentiment analysis on the collected data.
- The improved campaign strategy resulted in a **20% increase** in the number of positive reviews on social media.

Certification

Google Data Analysis Professional Certificate | Coursera