

# ELAMATHI PREMKUMAR

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## Education

<b>MSc Information Technology</b>	<b>2023 – 2025</b>
<i>Sri Krishna Arts and Science College</i>	<i>CGPA:8.5</i>
<b>Bachelor of Computer Applications</b>	<b>2020 – 2023</b>
<i>Sri GVG Visalakshi College for Women</i>	<i>CGPA:8.5</i>
<b>HSC (12<sup>TH</sup> Grade)</b>	<b>2020</b>
<i>RKR Grks Matric Hr Sec School</i>	<i>Percentage:93</i>

## Technical Skills

**Programming & Data Analysis:** Python, Pandas, NumPy, Statistics, EDA

**Visualization & Reporting:** Power BI, Tableau, Matplotlib

**Databases & Tools:** MySQL, MS Excel, ETL

## Experience

**Farm Pick** **June 2025 – Present**

*Business Analyst Intern*

- Conducted in-depth analysis of product price fluctuations by collecting and processing five years of historical data, enabling accurate **market price forecasting** based on demand and supply trends
- Utilized Python for data cleaning and visualization, ensuring data accuracy and clarity to support strategic business decisions.
- Designed and delivered interactive dashboards and performance reports using **Power BI and Excel**, driving insights for pricing strategies, operational improvements, and problem-solving initiatives.

## Personal Projects

**Marketing Analysis** | *Power BI, Python, My SQL* **July 2025**

- Conducted Enhanced conversion insights by analyzing product-wise and seasonal trends, identifying high-performing and advising strategic timing for promotions.
- Diagnosed content engagement drops through interaction and recommended targeted content revamp strategies (interactive videos, optimized CTAs).
- Improved customer feedback analysis using sentiment and rating data, identifying recurring pain points from low-rated reviews and formulating action plans to raise average rating above the 3.7 baseline.

**Banking Dashboard** | *Power BI, Python, My SQL* **May 2025**

- Developed a comprehensive risk analytics dashboard in **Power BI** to support lending decisions by assessing applicant profiles and repayment likelihood.
- Integrated relational datasets to extract key risk factors and generate insights into customer behavior and potential loan default risks.

**Supply Chain Performance Analysis** | *Onyx Data DataDNA Dataset Challenge* **Nov 2024**

- Developed supply chain report using **Power BI** to analyze key metrics, including delays, defect rates, inspection pass rates, and stock volumes, improving visibility into operational performance.
- Conducted lead time and stock turnover analysis to identify inefficiencies in inventory management and support demand planning, showcasing actionable insights for optimization.
- Enhanced reporting processes by evaluating supplier and carrier quality metrics, enabling better risk mitigation and alignment with supply chain objectives

## Position of Responsibility

**NSS Camp Volunteer**

- Participated in community development activities, including health camps, cleanliness drives, educational programs for underprivileged children, and leading projects like building toilets and setting up rural libraries.

**Student Representative**

- Acted as the primary liaison between students and faculty, voicing student concerns, suggestions, and feedback to improve the academic environment and policies