Akash Rajendran

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PROFESSIONAL SUMMARY

- Dynamic and results-driven Business Analytics professional with a strong foundation in data management and a track record of delivering impactful solutions. Known for optimizing performance, enhancing efficiency, and driving client satisfaction. Seeking opportunities to leverage my expertise and leadership skills in a forward-thinking organization.

EDUCATION & QUALIFICATIONS

Warwick Business School, MSc Business Analytics   September 2022 - April 2024

- Relevant Modules Include: Business Statistics (66%), Data Management (61%), Discrete Event Simulation (69%)
- Recipient of the Warwick Award for skill development activity from University of Warwick

Velammal College of Engineering and Technology, Bachelor of Engineering   August 2016 - June 2020

- Relevant Modules Include: Principles of Management (A), Engineering Economics (A), Dynamics of Machines (A)
- Graduated First Class with 76.8%

WORK & LEADERSHIP EXPERIENCE

WIPRO India Limited, Chennai, India

Analyst   July 2021 - October 2022

- Spearheaded data modeling and validation of 10M+ records, executing ETL using Python, SQL, and Alteryx to integrate terabytes of datasets, ensuring 99% data quality and integrity, streamlining migration processes by 40%
- Enhanced a SQL server database with 60,000+ customer records for healthcare clients in EMEA, NA and LATAM regions, enacting SQL queries (Stored Procedures, Joins, Indexing, Views) accomplishing an impressive 12% increase in revenue
- Architected a Minitab-based Time Series Forecasting ARIMA model to predict monthly ticket closure rates, resulting in 45% substantial improvements in operational efficiency

Associate Consultant   October 2020 – July 2021

- Architected SAP solutions for enterprise resource planning, resulting in a 25% reduction in system downtime and a 20% increase in system performance
- Managed 20+ client relationships; interfaced with delivery teams, ensured on time delivery of project assignment, leading to retention rates of 95% and 25% increase in client accounts
- Continuously monitored risks, identities, cyberthreats, and compliance across mission-critical systems and processes with SAP GRC and cybersecurity solutions
- Implemented SAP HANA and ARIBA cloud tools to streamline business operations and enhance efficiency by 30% through advanced analytics and real-time insights

DAEJOO AUTOMOTIVE INDIA PRIVATE LIMITED, Chennai, India

Project Management Intern   May 2019 - June 2019

- Collaboratively analyzed and created financial reports to identify cost reduction strategies, examined KPIs using Power BI leveraging DAX, Power Query, validated functional requirements with cross-functional teams to minimize risk, optimized cost reduction by 30%
- Integrated 10K records from multiple sources using Excel VLOOKUP and leveraged Pivot Tables for sales trend analysis.

RAIL NET SOFTWARE SOLUTION, Madurai, India

Software Development Intern   June 2018 - August 2018

- Performed functional frameworks and contributed to various stages of software development life cycle and trained Machine Learning models with a 90% accuracy rate
- Acquired hands-on experience in software languages such as Python and C++ and gained insights into modern development methodologies like Agile or Scrum

ACADEMIC PROJECTS

ER Optimization Simulation Analysis (Simul8)   April 2023 – July 2023

- Conducted comprehensive analysis of ER dynamics via Simul8, utilizing Poisson, uniform, and triangular distributions for patient flow modeling. Introduced dedicated doctor system, leading to notable cuts in queue lengths and system time, optimizing staff utilization and augmenting patient contentment. Key insights: 20% drop in NIA queue length and 15% decrease in total system time for NIA and CW patients combined.

Loan Analytics & Decision-Making Study: Cluster Analysis & Machine Learning (R,Qualtrics)   February 2023 – May 2023

- Conducted extensive loan application analysis employing cluster analysis and machine learning techniques on Lending Club data.
- Utilized R for data cleaning, factor analysis, Mahalanobis distance, hierarchical, and k-means clustering, alongside Qualtrics for experimental study, showcasing adeptness in data analytics and experimental design for strategic decision-making.

E-Commerce Data Analysis with Olist Datasets (R, SQL)   January 2023 – April 2023

- Led data management and analysis of the Brazilian E-Commerce Public Dataset by Olist, implementing SQL DDL and normalization to rectify missing, empty, and duplicate values. Leveraged R and dplyr pipes to craft intricate SQL queries, subsequently translated to R for ggplot-based data visualization, uncovering granular insights into customer order frequencies and product sales trends.

Multifaceted Data Analysis (R, Tableau, Alteryx)   September 2022-December 2022

- Conducted comprehensive analyses on diverse datasets including London Fire incidents, Food Standards Agency interventions, and e-book sales, employing advanced statistical techniques such as regression modeling, correlation analysis, and data visualization.
- Demonstrated proficiency in data cleaning, exploratory data analysis, and deriving actionable insights to inform decision-making processes, showcasing expertise in statistical analysis, data visualization, and report writing.

Targeted Email Marketing Optimization (R, Tableau)   September 2022-December 2022
- Applied CRISP-DM methodologies to analyze a dataset of 64,000 customers and 20 attributes, conducting data tidying, partitioning, sampling, and balancing. Developed and evaluated predictive models using metrics such as AUC-ROC curve, Gain chart, F1-score, FRP, and accuracy from Confusion Matrix.
- Spearheaded Tableau dashboard creation to visually represent insights gleaned from the dataset, facilitating the identification of potential target groups for email marketing campaigns. Contributed to strategic decision-making by harnessing the power of data-driven insights

Gesture-Controlled Wheelchair Prototype   December 2019 - April 2020
- Utilized CAD and SolidWorks to meticulously design a prototype of a Gestured Controlled Wheelchair, addressing mobility challenges for paralyzed and blind individuals. Implemented MEMS sensors for precise hand gesture recognition, integrated IR sensors for obstacle avoidance, and achieved successful prototype testing demonstrating a 20% increase in navigational accuracy compared to traditional wheelchairs.

SKILLS & INTERESTS
- Programming (C & C++, R, Python, SQL), Optimisation, Advanced Spreadsheets, PowerPoint Presentations, Data Mining (CRISP-DM), Google Analytics, Qualtrics
- Scrum Methodologies, Business Planning and Administration, Data Visualisations, Critical Thinking, Detail Oriented, Problem Solving, Quick Learner, Agile and Adaptable
- *Software Knowledge:* CAD, Tableau, Minitab, Alteryx, SAP Software, HANA, ARIBA, Simul8, Orange
- *Certifications*: Google Analytics, Excel to Power BI, Business Analysis and Process Management, Alteryx Designer Core, Data Analytics Essential-Cisco
- *Languages:* English, Tamil, Hindi, Telugu, Malayalam
- *Interests:* Outdoor Sports, Photography, Travelling

EXTRA-CURRICULAR EXPERIENCE
- Committee Member / SAEINDIA Velammal Collegiate Club - Conducted and executed VCET's yearly National-Level Engineering Management Fest by leading Highlights and Sponsorship committee
- Award of Excellence - For Mini Project "AIR HEATER USING RIBS" ["M/C 2k19" Event, VCET]
- Gold Medal (Tennis), Bronze Medal (Chess) [Zonal Tournaments - Anna University, Madurai]
- Business in Practice (BIP) - Successfully completed BIP simulation, demonstrating effective leadership and decision-making as the Operations Director for our Simulated company GearUp, driving sustainable practices, and optimizing factory utilization

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AREA OF EXPERTISE
- Business Analytics, Data Management, SAP Solutions, Project Management, Risk Management, Cybersecurity, Data Analysis, Process Optimization, Advanced Spreadsheets, Data Mining, Software Development, Leadership