Akash Rajendran

Coventry, UK

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PROFESSIONAL SUMMARY

Dynamic and Data-driven Business Analytics professional with a strong foundation in data management and a track record of delivering impactful solutions. Known for revamping performance, advancing efficiency, and driving client satisfaction. Seeking opportunities to furnish 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 Models and validation of 10M+ records, carried out ETL using Python, SQL, and Alteryx to integrate 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 ERP, 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
- Monitored risks, identities, Cyber threats, and compliance across mission-critical systems and processes with SAP GRC and cybersecurity solutions
- Enacted SAP HANA and ARIBA cloud tools to streamline business operations and boost efficiency by 30% through advanced analytics and real-time insights

DAEJOO AUTOMOTIVE INDIA PRIVATE LIMITED, Chennai, India

Project Management Intern   May 2019 - June 2019
- Analysed and created financial reports to identify cost reduction strategies, examined KPIs using Power BI applied DAX, Power Query, validated functional requirements with cross-functional teams to minimize risk, significant cost reduction by 30%
- Integrated 10K records from multiple sources using Excel VLOOKUP and fitted 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(Agile or Scrum)

ACADEMIC PROJECTS

Targeted Email Marketing Optimization (R, Tableau)   September 2022 - December 2022
- Engineered CRISP-DM techniques on a dataset of 64,000 customers, employing data cleaning and predictive modeling with evaluation metrics including AUC-ROC curve and F1-score. Led creation of Tableau dashboards to visualize insights, aiding in identifying target groups for email marketing campaigns and informing strategic decisions with data-driven insights

Multifaceted Data Analysis (R, Tableau, Alteryx)   September 2022 - December 2022
- Executed 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 deriving insights to inform decision-making processes, showcasing expertise in statistical analysis, data visualization, and report writing

ER Optimization Simulation Analysis (Simul8)   April 2023 - July 2023
- Conducted extensive analysis of ER dynamics via Simul8, utilizing Poisson, uniform, and introduced dedicated doctor system, leading to notable cuts in queue lengths and system time, modifying 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
- Implemented 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. Applied R and dplyr pipes to craft intricate SQL queries, subsequently translated to R for ggplot-based data visualization, uncovering insights into order frequencies and sale trends

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 - Directed and effectuated 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) - Completed BIP simulation, demonstrating effective leadership and decision-making as the Operations Director for Simulated company GearUp, driving sustainable practices, and augment factory utilization