

Akash Rajendran

Coventry, UK

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PROFESSIONAL SUMMARY

- Proactive and results-oriented **Business Analytics** professional with over three years of professional and academic experience. I possess strong expertise in data analysis, problem-solving, and client-facing roles. Having led multiple projects involving market analysis, strategic development, and optimization models, I am equipped to contribute to Strategy's mission of solving complex business problems. My experience in handling high-stakes projects, delivering actionable insights, and working in cross-functional teams has honed my ability to address critical questions on growth strategies and mergers and acquisitions

EDUCATION & QUALIFICATIONS

University of Warwick, Warwick Business School

MSc Business Analytics

September 2022 - April 2024

- Modules: Analytics in Practice, Optimisation Models, Advanced Data Analysis, Forecasting, Case Studies in Data Science and Economics, Understanding Business for Analysts, Business Statistics, Data Management, Discrete Event Simulation, Business in Practice (Simulated Industry)
- Recipient of the Warwick Award for **Skill Development activity** from University of Warwick

Velammal College of Engineering and Technology

BE Mechanical Engineering

August 2016 - June 2020

- Modules: Principles of Management, Maintenance Engineering, Total Quality Management, Finite Element Analysis, Engineering Economics
- Graduated **First Class with 76.8%**

WORK & LEADERSHIP EXPERIENCE

WIPRO, Chennai, India

Analyst

October 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%
- Delivered **Market and operational data analysis**, driving a 12% revenue increase by enhancing SQL server databases with 60,000+ customer records for global healthcare, enacting SQL queries (stored procedures, joins, indexing, views)
- Architected a Minitab-based Time Series Analysis by **Forecasting** ARIMA model to predict monthly ticket closure rates, resulting in 45% substantial improvements in operational efficiency

WIPRO, Chennai, India

Associate Consultant

March 2021 - October 2021

- Architected **strategic advisory** 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
- Experienced in utilizing **JIRA** for task management and progress tracking, and **Trello** for visual project organization and prioritization, enhancing team collaboration and timely project delivery
- Enacted SAP HANA and ARIBA cloud tools to streamline business operations and boost efficiency by 30% through advanced analytics and real-time insights as **Business Optimization Strategies**

DAEJOO AUTOMOTIVE INDIA PRIVATE LIMITED, Chennai, India

Project Management Intern

May 2019 - July 2019

- Conducted **financial and market analysis** and analysed financial reports to identify cost reduction strategies, examined KPIs using Power BI applied DAX, Power Query, validated functional requirements with cross-functional teams to optimize risk, significant cost reduction by 30%
- Integrated 10K records from a variety of sources deploying 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 different 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

Operation Director in Simulated automotive industry - Business in Practice

June 2023 - August 2023

- Supervised **strategic analysis** and implementation for GearUp (Simulated Industry), focusing on market expansion, **sustainable transitions**, and technological advancements. Exercising **PESTEL, SWOT, and Ansoff Matrix** frameworks to devise process development and shifted operations to accommodate electrification and diverse market demands, enhancing factory utilization, reducing CO2 penalties, and boosting electric vehicle sales

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

Targeted Email Marketing Optimization - R, Tableau, Databricks

September 2022 - December 2022

- Engineered CRISP-DM techniques on a dataset of 64,000 customers, employing data cleaning and **predictive modelling by Databricks** 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

SKILLS & INTERESTS

- Strategic & Financial Analysis:** Proficient in delivering Mergers & Acquisitions, forecasting, and strategic market assessments to support business decisions.
- Advanced Excel & Data Analytics:** Expert in Excel, including advanced data modeling, large data set management, and macro usage.
- Communication & Stakeholder Engagement:** Skilled in translating complex data insights into clear, actionable reports for internal and external stakeholders.
- Software Knowledge:** CAD, Tableau, Minitab, Alteryx, SAP Software, HANA, ARIBA, Simul8, Orange
- Certifications:** Google Analytics, Alteryx Designer Core, Data Analytics Essential-Cisco, Excel to Power BI, Business Analysis and Process Management
- Languages:** English, Tamil, Malayalam, Hindi, Telugu
- Interests:** Energy sector, Net Zero Initiatives, 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]