

Balaji venkatesh Achutharaman

Applying for Business Analyst Role

As a recent graduate with a Master's degree in Civil and management, I am eager to launch my career as a Business Analyst. I bring a strong analytical mindset, a passion for problem-solving, and a commitment to delivering data-driven insights that drive business growth.

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📍 Chennai, India

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🐙 github.com/Balajivenkatesh05

EDUCATION

Master's in Professional Engineering Queensland University of technology

03/2020 - 03/2022

Brisbane, Australia

Course

- Civil and Management

Bachelor's in engineering Sri Sairam Engineering college

07/2015 - 05/2019

Chennai, India

Courses

- Civil Engineering

PROJECTS

Customer Conversion Prediction

- Done Data cleaning, EDA, Balancing, Outlier analysis, applied the given dataset with different ML algorithms and found Auroc scores for each algorithm to find which one performs better
- Duration plays a major role in customer conversion and other key findings are mentioned in the project file
- link: <https://github.com/Balajivenkatesh05/Customer-Conversion-Prediction>

Email spam detection

- Done Data cleaning, EDA, Balancing and applied the given dataset with logistic regression
- By copy pasting the body of the mail, it will detect whether the mail is spam or not
- link: <https://github.com/Balajivenkatesh05/Email-Spam-detection>

WORK EXPERIENCE/INTERNSHIPS

Digital Marketing Intern Digital AI 360

08/2023 - Present

Chennai, India

Tasks

- Assisting with the development and execution of digital marketing campaigns, including email marketing and social media campaigns
- Create and design marketing materials such as brochures, flyers, and banners
- Collaborate with the marketing team to develop business plan for marketing campaigns and reporting

SKILLS

Communication and Interpersonal skills

Teamwork and Collaboration

Data analysis and Reporting

MS Excel

Salesforce certified Administrator/ Marketing cloud

Market Research

Power BI and Tableau

SQL

CERTIFICATES

Excel for Business Analytics

Certification from LinkedIn Learning to learn about analysing data using MS Excel

IITM Advance Professional Programming with Master data science program

Guvi (IIT madras incubated institute) Python, Machine learning and Data Science (Beginner)

Salesforce Certified Administrator (11/2022)

Credential ID: 2680109

Salesforce Marketing Cloud Email Specialist (07/2023)

Completed training at Saasguru and planning to pursue certification. Learnt about email studio, Automation studio, Journey builder and other basics.

Fundamentals of Digital Marketing (08/2023 - Present)

Completion ID: 159215179

SQL Essential Training

Certification from LinkedIn learning to learn how to fetch data from DB using SQL for analysis

LANGUAGES

Tamil

Native or Bilingual Proficiency

English

Professional Working Proficiency

INTERESTS

Cricket

Travelling

Trekking

Youtuber