ANUSHA J

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PROFESSIONAL SUMMARY

Results-driven Data Analyst with 1.5 years of experience in data visualization and comprehensive data analysis. Skilled in transforming complex datasets into actionable insights, focusing on predictive analytics, trend analysis, and visual storytelling. Committed to identifying patterns and crafting innovative solutions to optimize operations and enhance business performance. Seeking to leverage my expertise to drive strategic decision-making in a forward-thinking organization.

SKILLS

- **Programming Languages**: Python, SQL
- **Data Visualization Tools**: Tableau, Power BI, Looker
- **Data Wrangling**: Excel, Google Sheets, Power Query, Python (Pandas & NumPy), Alteryx.
- **Machine Learning**: Logistic Regression, Linear Regression, K-means clustering, Decision Tree, etc.
  - **Libraries**: NumPy, Pandas, Seaborn, Matplotlib, Scikit – learn, etc.
- **Database Management**: MySQL, RDBMS, Metabase, etc.
- **Statistics:** Descriptive Statistics, Probability Distributions, Regression Analysis, Hypothesis Testing, etc.
- **Soft Skills**: Problem-Solving, Communication, Teamwork

WORK EXPERIENCE

TIBIL SOLUTIONS, Bangalore
Business Intelligent Intern - *(Feb 2023 – April 2023)*
Data Science Trainee - *(July 2023 – Feb 2024)*

Key Responsibilities:
- Cleaned and preprocessed data using Python, ensuring accuracy and consistency for analysis.
- Collaborated with the data science team to understand & gain insights into machine learning concepts and methodologies.
- Analyzed raw data using Python, enhancing analytical skills and understanding of data science.
- Actively participated in training sessions focused on machine learning techniques and best practices.

CRIO.DO, Bangalore
Data Analyst - *(March 2024 – Present)*

Key Responsibilities:
- **SQL Optimization**: Optimized SQL queries for better data retrieval using MySQL.
- **Dashboard Creation**: Created engaging Power BI dashboards to help improve sales trends.
- **Dynamic Reporting**: Built dashboards for marketing and growth teams to support decision-making.
- **Marketing and Sales Team Collaboration:** Collaborated with the marketing and sales teams to analyze campaign performance, qualification metrics, and sales team performance indicators, including conversion rates and overall sales effectiveness.
- **Performance Tracking**: Conducted analysis to improve marketing performance metrics.
- **RCA**: Performed root cause analysis in sheets to understand declines in the sales funnel, including traffic, applications, qualifications, and sales conversions, using charts for better visualization.

EDUCATION

Post Graduation – MBA *(8.4 CGPA)*
Specialization – Business Analytics and Marketing
Dayananda Sagar University, Bengaluru, Karnataka
Graduation Date: (Nov 2021 – Oct 2023)

Bachelor of Science *(8.6 CGPA)*
Specialization – Computer Science, Mathematics, and Physics
Bangalore University, Bengaluru, Karnataka
Graduation Date: (July 2018 – Sep 2021)

CERTIFICATIONS

- Certificate in *"Business Analytics with Excel: Elementary to Advanced"* by Johns Hopkins University
- Certification in *"Microsoft Power BI Desktop for Business Intelligence"* by Udemy
- Certification in *"Python for Data Science and Machine Learning"* by Udemy
- Certificate in *"MySQL for Data Analytics & Business Intelligence"* by Udemy
- Certificate in *'Alteryx Designer Core'* from Alteryx

KEY PROJECTS

1. Lead Segmentation and Performance Dashboard – Crio.Do

➢ Developed a comprehensive dashboard that segments lead into five categories, tracking daily applications, qualifications, and sales funnel progression.
➢ Integrated a team-level view, analyzing sales representatives, and tracking their lead assignments, qualification rates, and sales conversion, resulting in a **15% increase in sales efficiency**.
➢ Insights from the dashboard led to a **20% improvement in decision-making** for marketing and sales teams.
➢ Created a single-source dashboard for the entire sales funnel, enabling data extraction that saved the sales operations team **20% time on analysis**.

2. Performance Marketing Analysis – Crio. Do

➢ Developed a Power BI dashboard to provide a complete view of the performance marketing funnel, tracking key metrics such as campaign, medium, and source of leads.
➢ Integrated Supermetrics for streamlined data collection, enabling insights on budget allocation, spent, CPL, Impressions, etc., for improved campaign strategies.
➢ Connected to CRM to track conversions and evaluate campaign performance.
➢ Achieved a **10% reduction in Cost Per Acquisition (CPA)** and improved resource allocation through data-driven insights, contributing to a **15% increase in overall campaign effectiveness**.

3. Adventure Works Using Power BI - Aug 2023

➢ Developed an interactive Power BI dashboard for a retail company, featuring an executive summary and detailed product and customer analysis.
➢ Enabled users to drill down into individual products or customers for in-depth insights.
➢ Utilized Power Query for data cleaning and DAX for advanced calculations.

4. Customer Segmentation using K-Means Clustering - March 2023 (Tibil)

➢ Developed a K-Means clustering model to segment customers by demographics, ensuring accurate results through thorough data preprocessing and evaluation using Python.
➢ Utilized **Pandas** and **NumPy** for efficient data cleaning and preparation, transforming raw data into a suitable format for analysis
➢ Employed **Matplotlib** and **Seaborn** to create insightful visualizations, enabling a clear understanding of customer segments and demographic trends.
➢ Applied **Scikit-Learn** for model building and validation, gaining hands-on experience in machine learning algorithms and evaluation techniques.

REFERENCES

➢ Chetan Sinha (Business Analyst – Crio.do, Bengaluru)
➢ Avishek Banerjee (Senior Data Scientist – TIBIL Solutions, Bengaluru)