APPU ANAND

Data & Business Analyst | SQL, Python, Power BI, Excel

CONTACT

📞 +918330804690
✉ appu12anand@gmail.com
📍 Kerala, India
in www.linkedin.com/in/appuanand
○ https://github.com/Appu-Anand
🖥 https://appu-anand.github.io/

PROFILE

Proactive and detail-oriented Data Analyst with 2 years of hands-on experience in data visualization, dashboarding, and business intelligence using Power BI, Python, SQL, and Excel. Demonstrated success in leading analytics teams, managing data reporting pipelines, and delivering actionable insights to enhance business performance. Skilled in ETL processes, KPI tracking, and cross-functional collaboration across sales, marketing, and operations.

SKILLS

- **Programming & Databases:** Python (Pandas, NumPy, Matplotlib, Seaborn), SQL
- **Data Visualization:** Power BI, Tableau, Excel (PivotTables, Power Query, DAX).
- **Data Analytics & BI:** KPI Tracking, Data Cleaning, Data Transformation, ETL, Forecasting, Reporting Automation.
- **Tools & Platforms:** Jupyter Notebook, GitHub, Google Analytics, Azure (Basic)
- **Soft Skills:** Analytical Thinking, Team Leadership, Adaptability, Problem Solving, Data Storytelling,

EXPERIENCE

Cogniphi Technologies Pvt Ltd – Kerala, India

Junior Data Analyst   November 2023 – April 2025

- Supervised a 10-member analytics team, enhancing data annotation accuracy by 20% through process optimization and Excel-based quality validation.
- Built and maintained Power BI dashboards for real-time KPI tracking and business performance monitoring, reducing manual reporting by 40%.
- Implemented ETL workflows and SQL-based validation scripts for improved data integrity.
- Collaborated with ML Engineers to enhance data quality for model development and analytics deliverables.
- Delivered key data insights for management, accelerating decision-making turnaround time by15%.

Cogniphi Technologies Pvt Ltd – Kerala, India

Audit Consultant / Data Analyst   April 2023 – October 2023

- Designed Power BI dashboards for QSR client sales, enabling data-driven weekly performance reviews and identifying top 5 underperforming locations.
- Ensured 90%+ data accuracy through audit validation processes and compliance checks.
- Conducted KPI modelling and data visualization using Excel (Pivot Tables, DAX) to identify
- operational improvement areas.
- Automated repetitive tasks through Python scripting and Excel macros to streamline reporting.

PROJECTS

Fraud Detection Explorer
Tools: Python (pandas, seaborn, XGBoost, SMOTE), Streamlit   September 2025
- Built a Streamlit app for real-time fraud pattern detection, achieving 92% detection precision.
- Implemented feature engineering and model evaluation using XGBoost for financial risk analytics.

Customer Segmentation & Persona Strategy
Tools: Python (KMeans, RFM, Plotly), Excel   August 2025
- Modeled customer data using RFM segmentation to categorize customers into 4 actionable personas, directly informing targeted marketing campaigns.
- Proposed data-backed retention strategies, improving customer engagement by 12% QoQ.

Sales & Marketing ROI Dashboard
Tools: Power BI, Excel, DAX   June 2025
- Developed interactive BI dashboards diagnosing regional sales trends and 15% decline in product category performance.
- Delivered data-driven marketing and sales recovery insights for leadership reporting.

EDUCATION

Bachelor of Technology (BTECH)
Computer Science
Glocal University, Saharanpur, India
2024

CERTIFICATIONS

- **1 million Prompters Initiative –** *Dubai Future Foundation,* Oct 2025
- **Data Visualization Using Python –** *IBM Cognitive Class*, Aug 2025
- **Statistics 101 –** IBM Cognitive Class, Aug 2025
- **Quantum Data Analytics Job Simulation –** *Forage*, Jul 2025
- **Tata GenAI Powered Data Analytics –** *Forage,* Jul 2025
- **Data Analysis Using Python –** *IBM Cognitive Class,* Jun 2025
- **Career Essentials in Data Analysis –** *Microsoft & LinkedIn,* Jun 2025
- **Data Analytics Essentials –** *Cisco Networking Academy,* May 2025

LANGUAGES

- English (Fluent)
- Malayalam (Native)
- Tamil (Intermediate)
- Hindi (Intermediate)