# Appu Anand

Data Analyst

## PROFESSIONAL SUMMARY

Data Analyst (2 YOE) with hands-on experience in business dashboards, customer behavior analytics, fraud pattern recognition, and leading data annotation ops for Smart City ML systems. I combine practical storytelling with Python, Power BI, SQL, and Excel backed by operational leadership and stakeholder communication. Now seeking impact-driven analyst roles across product, business, marketing, and operations.

## EXPERIENCE

### Junior Lead Data Analyst

Cogniphi Technologies Pvt Ltd | Trivandrum, Kerala                   11/2024 – 04/2025

- Led 10-member annotation team across 2 cities for Smart City AI.
- Automated ops, reducing manual effort 40% (Python + NAS).
- Collaborated with ML engineers to optimize model-ready datasets.
- Ran sprint reviews, improved project delivery by 25%.

### Junior Data Analyst

Cogniphi Technologies Pvt Ltd | Trivandrum, Kerala                   04/2023 – 10/2024

- Built Power BI dashboards for QSR client tracking 3 sales channels.
- Modeled Excel-based KPI scenarios, enabling weekly business reviews.
- Ensured 90%+ accuracy in real-time annotated data.
- Delivered data insights to product team under NDA.

## PROJECTS

### Customer Segmentation & Persona Strategy                   – Ongoing

Platform: Python (KMeans, RFM, plotly), Excel

- Performed RFM + clustering to define 4 customer personas across lifecycle & loyalty axes
- Proposed retention and upsell tactics leading to projected 12% engagement lift.

### Fraud Detection Explorer                   Completed – July 2025

Platform: Python (pandas, seaborn, XGBoost), Streamlit

- Developed Streamlit app to explore high-risk transaction patterns using XGBoost and SMOTE
- Achieved 92% fraud detection precision on test datasets

### A/B Testing – Email Campaign Optimization                   Completed – June 2025

Platform: Python (scipy, pandas, matplotlib), Excel

- Analyzed test results using Python to validate a 7.8% uplift in conversion ($p < 0.05$) for variant B
- Delivered statistical storytelling with clear business implications

### Sales Performance & Root Cause Dashboard                   Completed – May 2025

Platform: Power BI, Excel, DAX

- Built Power BI dashboard diagnosing 15% regional sales drop by analyzing product trends and seasonal demand patterns
- Delivered actionable recovery insights using DAX and timeline KPIs

## CONTACT

- ✉ appu12anand@gmail.com
- ☐ +91 8330804690
- ⚲ Trivandrum, Kerala
- in LinkedIn
- ⌥ GitHub
- ⊕ Website

## EDUCATION

### Glocal University, Saharanpur

B.Tech in Computer Science

2018 – 2022

## SKILLS

Python (pandas, numpy), SQL, Power BI, Excel (PivotTables, DAX), matplotlib / seaborn, A/B Testing, Clustering (KMeans), Data Cleaning, Git/GitHub, Jupyter, Google BigQuery (basic), NAS Ops, Jira / Slack, Learning: Google BigQuery, Looker Studio, AWS (S3), dbt

## CERTIFICATIONS

### Learning AWS & GCP Cloud Tools

Self-paced                   2025 (ongoing)

### Data Analysis Using Python

IBM                   2025

### SQL and Relational Databases

IBM                   2025

### Statistics for Data Science

IBM                   2025

### Data Analytics Essentials

CISCO                   2025