ATHIRA P JAYAN

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Internship Experience

Business Analyst Intern | TECHOLAS TECHNOLOGIES | Palarivattom, Kerala 06/2024 – 01/2025

- Led data analysis projects using advanced tools like Microsoft Excel, MySQL, and Tableau, transforming raw data into actionable insights that supported key business decisions across multiple departments.
- Played a key role in cleaning and preprocessing large datasets with 10,000+ entries, ensuring 100% data accuracy and reliability throughout the analysis process.
- Created visually compelling data visualizations using Tableau and Power BI, delivering several dashboards and reports that simplified complex data for stakeholders.

Education

Bachelor of Arts in Economics   **06/2021 – 04/2024**

Mahatma Gandhi University, Kottayam

Technical & Soft Skills

Technical Skills

- Data Analytics & Visualization: Power BI, Microsoft Excel, Tableau.
- Programming & Databases: Python, MySQL
- Business & Productivity Tools: Microsoft PowerPoint, Microsoft Office
- Methodologies: Agile Scrum Methodology

Soft Skills

- Data Interpretation & Communication: Data Analysis, Data Visualization, Storytelling with Data, Precision, Strategic Thinking, Critical Decision-Making
- Leadership & Teamwork: Leadership, Cross-Functional Collaboration, Conflict Management, Project Coordination, Time Efficiency, Multitasking

Projects

Fast-Food Consumption Behavior Among Employed Youth (College Project)

- Collected and analyzed survey data from 60 employed youth, revealing that 85% consume fast food regularly and 70% do so 1-2 times per week.
- Identified taste (46.6%), convenience (18.3%), and socializing (21.7%) as primary factors influencing fast-food consumption.
- Highlighted the influence of online food delivery services on 73.3% of respondents through detailed reports and visual presentations.

Employee Attrition Analysis (Tableau)

- Created interactive dashboards to visualize employee attrition trends, analyzing data from 500+ employees to uncover key factors driving turnover.
- Implemented sophisticated filtering techniques to enable real-time data exploration and visualization.
- Delivered actionable insights to support strategies for reducing attrition.

E-commerce Sales & Customer Insights (Excel)

- Developed a dashboard to analyze 1,000+ orders, driving insights into $1.35M in sales and top products like monitors and smartwatches.
- Identified regional sales trends and optimized product offerings across regions.
- Analyzed logistics, improving shipping processes with insights on fees and delivery statuses.

Google Play Store Analysis (Power BI)

- Designed a Power BI dashboard to analyze 167M+ app installs, focusing on ratings and user engagement.
- Highlighted key trends like the popularity of Games, Tools, and Productivity apps.
- Conducted a comparison of free vs. paid apps, highlighting user preferences and key market trends affecting app popularity and engagement.

Certificates And Courses

- Business Analytics certification - Techolas Technologies
- Google Data Analytics (Coursera) - Google Certificate
- Google AI Essentials (Coursera) - Google Certificate