

CHARAN K

M.B.A ~ Business Analytics

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SUMMARY

Data enthusiast with an MBA and Computer Science Engineering background, coupled with **10 months** of experience in **data analysis** as a Program Management Trainee.

Transitioning to dedicated data-oriented roles in the IT domain to leverage analytical skills & drive strategic business decisions. Proficient in **intermediate SQL** and **advanced excel**, currently enhancing my Python skills.

KEY SKILLS

Languages: MySQL, Python.

Visualization: Microsoft Power BI, Tableau, Github.

Spreadsheets: Google Sheets, Microsoft Excel.

Addt. Skills: Microsoft Powerpoint (PPT).

EXPERIENCE

7/2023 – 5/2024 **Centum Electronics Ltd, Bengaluru**

Management Trainee

- Managed revenue data analysis and Accounts receivable summaries using Excel for planning and analysis. Utilized Power BI for data visualizations of Revenue dashboard & AR Report, ensuring accuracy & timeliness in daily planning and contributing to improved invoicing efficiency.
- Played a key role in preparing monthly PPT presentations on collection plans and analyzing PM team KPIs. Provided actionable insights to the team, leading to enhanced attention to improving cash flow management.
- Monitored Inventory aging levels & worked on maximizing revenue growth. Assisted in gathering and analyzing data from MIS sources to support decision-making processes.

Tech Stack: Microsoft Excel / Power BI / LN ERP

EDUCATION

11/2021 - 9/2024 **Nitte Meenakshi Institute of Technology**

Business Analytics

Master of Business Administration | GPA: 8.2

8/2016 - 9/2021 **RR Institute of Technology**

Computer Science Engineering

Bachelor of Engineering | GPA: 6.7

PROJECTS

4/2023-7/2023 **Assessing product awareness of KMF's Milk products**

Marketing Analytics

- Leveraged the Aaker model to analyze product awareness and preferences for KMF's Nandini milk products, providing actionable insights for brand enhancement.
- Employed Python's Random Forest model to predict the effectiveness of Nandini Milk's packaging, achieving an 81.68% accuracy and informing packaging enhancement and consumer engagement strategies, with visualization done using Tableau.

Tech Stack: Tableau / Google Sheets / Python

8/2020-6/2021 **Deepfake Creation and Detection Using Cycle GANs**

Machine Learning

- A user-friendly web application that allows users to upload videos and Create deepfake images or video. As well as allows users to upload videos and classify them as fake or real using an Artificial Neural Network (ANN) models.
- Published Paper at: National E-Conference-2021, p-ISBN: 978-93-90781-57-7 pages 16-21 July 2021

Tech Stack: Python / HTML / CSS

MINI PROJECTS

6/2024-7/2024 **Customer Segmentation & Personality Analysis using Predictive Modeling**

Exploratory Data Analysis

- Performed unsupervised clustering for detailed customer segmentation on retail customer data.
- Increased marketing efficiency by 20% through actionable insights from targeted customer segmentation analysis.

Tech Stack: Python / NumPy / Pandas / Scikit-learn

ACHIEVEMENTS

- Achieved Intermediate certification & 4-star ratings on **HackerRank** and **Leetcode** for solving over **250+** SQL, and Python problems.
- Selected and participated in the 46th Student Projects Programme - State Level Seminar and Exhibition by KSCST on Aug 2023.