DARSINI VIJAYAKUMAR

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Data Analyst with 4+ years of work experience in implementing data-driven solutions to business problems for clients from The Home Depot, Coles and The Weather Channel. Extensive knowledge in leveraging data analysis skills and techniques to transform complex data sets into actionable insights for optimal decision-making.

EDUCATION

UNIVERSITY AT BUFFALO, The State University of New York — Buffalo, NY
Master of Science, Business Analytics — Jun. 2023

KUMARAGURU COLLEGE OF TECHNOLOGY — Coimbatore, India
Bachelor of Engineering in Electronics and Communication — Jun. 2018

PROFESSIONAL EXPERIENCE

University at Buffalo, School of Management — Buffalo, NY
Data Analyst | Capstone Project | SQL, Python, Tableau — Jan 2023-May 2023
- Profiled students leveraging K-means clustering technique into four persona segments by analyzing enrollment, engagement, performance data and drove insights to strategize marketing decisions and improve conversion

Mu Sigma Inc — Bangalore, India
Senior Decision Scientist - Lead | SQL, Tableau — Apr 2021-Jul 2022
- Led growth of a $2M+ engagement and added business value through designing strategic analytical solutions, identifying new opportunities, continuously improving areas of operation and meeting business requirements
- Developed one-stop data cube and 11+ Tableau dashboards for tracking Brand performance and customer intelligence metrics and attained 12% increase in sales by leveraging insights and identifying key drivers
- Mapped online journey of customers and visualized touchpoints and interactions across marketing funnels to identify effective channels, drivers of conversion and enhance customer experience

Decision Scientist - Lead | SQL, Python, Power BI — Jan 2020-Mar 2021
- Created various customer target segments for product-centric campaigns through analyzing customer purchase pattern and reduced customer churn by 25%
- Reported various engagement metrics and calculated sales uplift of 15% by executing A/B testing and control stratification approach to analyze the effectiveness of loyalty campaigns
- Performed Pre-Post analysis on customer workshop program to gauge the cost-benefit and its effect on customer behavior pattern and attributed revenue growth of 6%

Decision Scientist | SQL, Python, Qlik Sense — May 2018-Dec 2019
- Extracted data from various sources and built campaign performance reporting framework by tracking various KPIs, metrics and increased the campaign effectiveness by 5% through analysis and insights
- Enabled 40% reduction in turn-around time by automating ETL process of campaign measurement datasets from Mix panel and Google Ad Manager into Redshift warehouse and built an automated reporting tool

ACADEMIC PROJECTS | GitHub
- Performed data analysis on restaurants ratings data using SQL and analysed the factors that drive higher ratings
- Identified trends on user behavior using python to understand the attributes that leads to app popularity
- Created Tableau dashboard to reflect insights on employee attrition and deep dive to the root cause analysis

TECHNICAL SKILLS

Tools : SQL, Python, Advanced Excel (VBA, vlookup, pivot tables), Microsoft Office
Platform : AWS-S3, Redshift, EC2, GCP-Big Query, Snowflake, Oracle, PostgreSQL, Google Analytics, MixPanel
Techniques : Statistical Analysis, Hypothesis Testing, ETL, A/B Testing, Exploratory Data Analysis
Machine Learning : Clustering, Regression, Predictive Modeling, Association Rules
Visualization : Tableau, Power BI, Qlik Sense
Others : Business Intelligence, Problem solving, strategic thinking, Communication, Storytelling