

DARSINI VIJAYAKUMAR

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Data Analyst with 4+ years of work experience in implementing data-driven solutions to business problems. Extensive knowledge in Exploratory data analysis and Data Visualization to enable data-driven 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

EXPERIENCE

Third Estate Ventures Buffalo, NY
Data Analyst | SQL, Python, Tableau Aug 2023-Present

- Developed a home value predictive model with 81% accuracy to calculate property taxes, enabling 10% cost saving
- Delivered ad hoc reporting and designed interactive tableau dashboards gather insights on real estate data

University at Buffalo, School of Management Buffalo, NY
Data Analyst | Capstone Project | SQL, Python, Tableau Jan 2023-May 2023

- Customized marketing efforts by building a clustering model using K-means to create customer persona segments, and boosted marketing team's conversion by 3X

Mu Sigma Inc Bangalore, India
As a data analytics consultant, executed analytical frameworks to address business challenges for clients from The Home Depot, Coles and The Weather Channel

Senior Decision Scientist - Lead | SQL, Tableau Apr 2021-Jul 2022

- Led growth of \$2M+ engagement through identifying areas of improvement, new opportunities and designing analytical solutions while meeting requirements, leading to 50% increase in revenue
- Built one-stop data warehouse and 11+ Tableau dashboards to identify trends and analyze brand performance and customer intelligence metrics, reducing turn around time by 70%
- Mapped online journey of customers using MTA to identify effective channels and optimized money spent by 10%
- Performed Pre-Post events sales analysis to gauge cost-benefit of event, leading to attributed revenue of 12%

Decision Scientist - Lead | SQL, Python, Power BI May 2018-Mar 2021

- Created customer segments using purchase patterns for product-centric campaigns, reduced customer churn by 30%
- Executed A/B testing and control stratification method to analyse campaign effectiveness, measuring 15% sales lift
- Ideated KPIs and metrics to measure campaign performance, facilitating end-end campaign measurement process
- Developed an automated performance measurement data reporting tool by automating ETL process from Mix Panel and Google Ad Manager into AWS Redshift warehouse and catalyzed 40% reduction in turn-around time

PROJECTS | [GitHub](#)

- Modeled Logistic Regression Classifier (F-score: 87%) to predict loan acceptance rate based on customer profile
- Implemented Apriori association algorithm to perform market basket analysis for targeted marketing strategies
- Analyzed the factors that drive customer ratings on restaurants using SQL to understand customer preferences
- Built tableau dashboard that reflects insights on store sales to identify new areas of opportunity

TECHNICAL SKILLS

Tools : SQL, Python, Advanced Excel - formulas, pivot tables, v-look ups

Platforms : AWS - Redshift, S3, EC2, GCP - Big Query, Snowflake, Oracle, PostgreSQL, Google Analytics, Mix Panel

Techniques : Statistical Analysis, Hypothesis Testing, ETL, A/B Testing, Exploratory Data Analysis

Machine Learning : Linear regression, K-Means clustering, KNN, Naïve Bayes, Decision Trees, Logistic Regression, SVM, Random Forest, XGBoost, LightGBM, Forecasting - ARIMA, SARIMA, Association rules

Data Visualization : Tableau, Power BI, Qlik Sense, PowerPoint, seaborn, matplotlib