Devanandham V

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github.com/Devanandham99/Portfolio-Projects

EXPERIENCE

Erith Engineering LLC – Chennai, India
Data Analyst   *Jun 2024 – Present*

- Worked together with SCM, External Sales, Inside sales and technical team to streamline to process and workflow for each team enabling team synergy and coordination
- Spearheaded comprehensive data analysis on Sales datasets such as Pricing analysis, Legacy sales database, Region Wise Analysis and Supplier Wise Analysis; utilized findings to drive strategic decisions, identified multiple issues with various countries, suppliers resulting in identifying weak spots in our sales team. Resulted in us improving efficiency of our sales team by 25%
- Created up to 6 dashboards for easy report generation and easy maintenance
- Connected Zoho Books API Zoho CRM to Power BI via Excel and connected various legacy databases to create dashboards, enabling easier analysis
- Spear headed the CRM Migration from Zoho CRM to HubSpot CRM
- Created more than 20 reports in HubSpot and 7 different dashboards which not only showed the daily, weekly, monthly performance of various teams but also helped SCM department to improve their workflow by up to 30%
- Created sales forecast algorithm using various Supervised and unsupervised ML models which too in various feature sets such as orders in hand and potential invoice date using previous data which gave a result of up to 80% regression score
- Identified unnecessary KPIs for various teams reporting and helped improve efficiency by removing them
- Utilized various workflows and created new workflows in HubSpot to integrate the HubSpot data into our existing Power BI Dashboards enabling smoother reporting

Technologies: Python, Advanced Excel(including Lookups, API Calls and VBA Basic), Pivot Table, Power BI, Google Sheets, Zoho CRM, Zoho Books, HubSpot CRM

LCS Controls Private Limited – Chennai, India
Digital Marketing Analyst   *Jun 2023 – May 2024*
Data Analyst

- Led analysis of marketing data—including competitor insights, sales, SEO, and social trends—to inform strategy, boosting online sales by 25% and lead generation by 30%.Reduced marketing costs by up to 50%, improved social media presence by up to 100%, improved email marketing campaign effectiveness by 45% and improved overall sales by up to 35%.
- Performed data scrapping on various websites to extract data and performed various database management and cleaning techniques to ensure the dataset is clean and easy to work with.
- Streamlined the existing datasets optimizing the overall workflow which led to more efficiency across the board, reducing time taken for each email campaign from 10 days to 3 days
- Identified Key weak points through rigorous A/B testing which led to over 110% improvement in linkedin followers
- Maintained a robust dataset for email marketing obtained by working closely with the sales and marketing teams over extensive periods of time which helped in making focused, curated email marketing campaigns

Technologies: Python, SQL, Advanced Excel, Pivot Table, Power BI, Looker Studio, PL/SQL

Strings Music Academy – Chennai, India
Data Analyst   *Jun 2021 – May 2023*

- Predicted future market trends by analysing and processing present data stakeholders
- Assisted the marketing team with various marketing campaigns to enable them to make informed decisions
- Analysed various international markets to expand the organization's Research

Technologies: SQL, Advanced Excel, Lookup Queries, Power BI

EDUCATION

Prince Dr. K. Vasudevan College of engineering – Chennai, India
Bachelor's in engineering   *Jun 2017 – Apr 2021*
- Teacher's Assistant for 1 year (Intro to Programming and SQL DBMS)
- Consistent performance in practical examinations

CURRENT PROJECTS

Sales Forecasting using legacy data   *Jun 2023*
- Sales Forecasting using unsupervised and supervised ML Models such as SARIMA, K-Means Clustering, Decision Trees and Regression models such as linear regression and Polynomial Regression

Technologies: Python, Plotly, Matplotlib, Seaborn, Statsmodel

Social Media Data Analysis   *Jun 2023*
- Built a dataset analysis for social media database that showcases the performance of various aspects of each campaign

Technologies: Python, Plotly, Matplotlib, Seaborn

Google Data Scraping Automation   *Dec 2023*
- Custom python scripts used to get client list and their contact using Selenium and WebDriver python modules

Technologies: Python, Selenium

Website Performance Analysis   *Aug 2023*
- Website performance using Google Tag manager and Google analytics to identify various Tags like user engagement, user visits.

Technologies: Google Tag Manager, Google Analytics 4, Google Looker Studio

Marketing Performance Analysis   *July 2023*
- Performance Analysis of various marketing campaigns and its effectiveness for overall company growth, sales, profit and turnover rate

Technologies: SQL, Microsoft Excel, Power BI

Sales Analysis   *Sep 2023*
- Interactive dashboard analysing different sales engineers and their overall contribution to the overall company, cost spent by them for onsite marketing and overall profit contribution by each sales engineer.

Technologies: SQL, Excel, Tableau

KIVA Data Analysis   *May 2024*
- Analysis using Geodata of KIVA Crowdfunding data set to identify KPIs and trends based on various geodata

Technologies: Excel, Power BI

SKILLS

Technical: SQL, Python, Excel, Pivot Table, Data visualization tools (Power BI, Tableau, Google Looker), RDBMS (Mongo DB, Postgre DB, SMSS), Google Tag Manager, Google Analytics
Languages: Fluent in English, Tamil; Conversational Proficiency in Malayalam, Japanese