

Devi Somalinga Bhuvanesh

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Portfolio: <https://public.tableau.com/app/profile/devi.somalinga.bhuvanesh/vizzes>

Summary

Passionate analytics professional with 4+ years of experience in deriving strategies through data analysis, visualization, project management, and collaboration. Skilled in SQL, Python, R, Tableau, Microsoft PowerBI, Excel, and statistical methods to enable data-driven decision making. Eager to continuously learn and translate data into insights.

Education

Northeastern University

MASTERS OF PROFESSIONAL STUDIES IN ANALYTICS (GPA - 3.95/4.0)

Seattle, WA

Jan 2023 - Dec 2024

Anna University

MASTERS OF SCIENCE IN ELECTRONIC MEDIA AND COMMUNICATION (5 YEARS INTEGRATED)(GPA - 8.47/10)

Chennai, India

Aug 2011 - May 2016

Work Experience

Business Intelligence and Operation Analyst

Chennai, India

EKAM FOUNDATION

Mar 2021 - Nov 2022

- Enhanced project monitoring efficiency by 70% by collaborating with cross-functional teams, designing Key Performance Indicators (KPIs) for 13 projects, and implementing real-time Tableau dashboards and automated reports.
- Led analytics initiatives through the development of statistical models, leading to an 80% project success rate with real-time data analysis on the Management Information System (MIS).
- Improved supply chain for vaccines storage by 71% by assessing 2686 cold chain points, storing data using CommCare, ensuring data quality, and performing data analysis using SQL, Python, and Excel.
- Increased social media reach by 40% through a strategic data visualization-driven communication approach by analyzing real-time data using Google Analytics and Tableau.
- Authored three evidence-based research reports and communicated insights effectively through tailored Tableau dashboards and presentations to respective stakeholders.

Data Analyst

Chennai, India

SOLIDARITY AND ACTION AGAINST HIV INFECTION IN INDIA - SAATHII

Oct 2018 - Mar 2021

- Executed ETL processes using SQL to aggregate and cleanse data for 84,000 HIV+ pregnant women, ensuring accurate, standardized data for further analysis and informed decision-making.
- Enhanced HIV screening rates among pregnant women by 55% by implementing predictive models in Python for optimized screening processes, and monitoring and visualizing trends through PowerBI dashboards.
- Achieved 40% reduction in maternal deaths and 45% reduction in neonatal deaths in the state of Tamil Nadu through data monitoring using automated PowerBI dashboards, facilitating timely and informed strategic decision-making.
- Secured an 80% improvement in breastfeeding practices for 1500 HIV+ mothers through comprehensive data analysis using Excel, and Python, coupled with stakeholder collaboration.
- Boosted state of Tamil Nadu to 2nd position in India for "Prevention of Mother to Child HIV Transmission," through data driven decision-making using Management Information System (MIS), and PowerBI.
- Continuously strengthened team capacity, demonstrating adaptability and commitment to learning new skills, while fostering collaborative stakeholder engagement.

Skills, Certifications, and Leadership

BI and Data Visualization Tools

Advanced Tableau, Microsoft PowerBI, Data Analysis Expressions (DAX), Advanced MS Excel, QlikView, Google Analytics

Programming Languages

SQL, Python (Pandas, NumPy, Matplotlib, Scikit-learn), R (ggplot2, dplyr, tidyverse)

Machine Learning and Statistics

Exploratory Data Analysis, Predictive Analysis, Hypothesis Testing, t-test, Chi-squared, Regression, Natural Language Processing, Supervised and Unsupervised Learning, Text Mining

Management

Agile Project Management, Strategy Development, Research, Data Monitoring and Evaluation, Communication, Team Development and Training, Stakeholder Coordination

Certifications

Programming Foundations: Database, Analytics with Python, From Excel to Tableau

Leadership and Volunteering

NU Lead - Executive Board Member, NU-Women in Tech, E4 Social Impact Leadership Program

Projects

Urban City Resilience: Experience Expo

PNNL Research Institute, Seattle

RESEARCH, DATA ENGINEER, AND VISUALIZATION

July 2023 - Aug 2023

- Created a structured dataset from online sources using NLP techniques and extracted relevant n-grams for frequency analysis.
- Developed two interactive live dashboards using Tableau to monitor and find opportunities to strengthen city resilience.
- Won "Life-long Learner" award for showcasing passion for learning and for assisting the team for smooth project implementation.

Retail Customer Insights using Python and Tableau

Northeastern University

COURSE: COMMUNICATION AND DATA VISUALIZATION

June 2023 - July 2023

- Developed Tableau dashboard and used Python for data analysis to assess region-wise retail performance, revealing key insights on visit frequency, member benefits, strong engagement, varied revenue patterns, and impactful geographic insights.