

PROFESSIONAL SUMMARY:

Detail-oriented and analytical professional with more than **2+ years of experience in organizing and streamlining business operations**, now transitioning into the field of **Data Analytics**. Skilled in **SQL, Power BI, Excel**, and possess a foundational knowledge of **Python**. Experienced in interpreting operational data to generate meaningful reports and insights that support business efficiency. Passionate about using data to solve real-world problems and improve organizational performance through **data-driven strategies**.

TECHNICAL SKILLS:

Analytical Tools: Power BI, Advanced Excel

Programming Languages: SQL, Python

Database: MySQL, SharePoint

Soft Skills: Strong Communication, Problem-Solving, Stakeholder Engagement, Cross-functional Collaboration

PROFESSIONAL EXPERIENCE:

Comcast CIEC, Chennai

Jan 2023 - Present

Advertising sales support Analyst

- Led strategic planning and execution of multi-channel advertising campaigns for high-profile clients in the political, gaming, and retail sectors, leveraging audience insights and performance metrics to optimize reach, engagement, and conversion rates.
- Engineered and refined ad creatives for both linear and digital platforms ,performing rigorous coding, debugging, and quality assurance to ensure flawless delivery and adherence to brand guidelines, compliance standards, and technical specifications.
- Collaborated with agency campaign managers and analytics experts to coordinate ad placements, ensuring timely launches, real-time performance monitoring

PROJECTS:

Feb 2024 - Mar 2024

Retail Store Sale Analysis [SQL | Excel] [GitHub Repo](#)

- Cleaned and transformed 7K+ raw transactional records by removing duplicates, correcting data types and standardizing values to ensure high data quality and consistency.
- Wrote advanced SQL queries using CTEs, window functions, and CASE logic to identify top products, peak sales times, customer segments and return/cancellation trends.
- Uncovered actionable insights like ₹1.64M in total revenue, preferred payment modes and high-return product categories— helping inform product, marketing, and sales strategies.

Shopify Analysis [Power BI | Excel] [GitHub Repo](#)

- Developed an end-to-end Power BI solution by transforming 7,000+ Shopify transaction records into a dynamic dashboard that enabled real-time tracking of sales, customer behaviour and marketing ROI.
- Built scalable data models and KPIs through robust ETL processes (cleaning, normalization, relationship mapping), delivering key insights like Net Sales (₹4 Cr), Repeat Rate (46%), CLTV (₹78K) and Units Sold (8K+) to guide business decisions.
- Enhanced user experience and insights with advanced DAX, customer segmentation, funnel visualization, and interactive elements—resulting in targeted retention strategies, conversion optimization and increased stakeholder adoption

EDUCATION:

M.sc in University of Madras

Jul 2026

B.sc in Veltech Ranga Sanku Arts and Science College

Jul 2023

CERTIFICATIONS:

- Achieved certification in [Power BI](#), [SQL](#) and [Excel](#) through Codebasics, demonstrating proficiency in these technologies through hands-on experience.