Gowtham Kumar B

Business / Data Analyst

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PROFESSIONAL SUMMARY

Enthusiastic Business and Data Analyst with practical experience through academic projects and internships. Proficient in SQL, Excel, Power BI, Tableau, and MySQL, with a strong foundation in data analysis, dashboard creation, and KPI reporting. Eager to leverage data-driven insights to support business decisions, optimize processes, and contribute to organizational growth."

EDUCATION

Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and technology   Chennai, India
Master of Business administration: GPA: 8.9   **September 2023 - June 2025**
Islamiah college (Autonomous)   Vaniyambadi, India
Bachelor of Commerce (Computer Application): GPA: 7.5   **June 2020 - July 2023**

SKILLS SUMMARY

- **Data Analysis Tools:** MySQL, Power BI, Tableau, Advance Excel, Word, PPT
- **Databases & Query Languages:** SQL, MySQL, Python (Basics)
- **Analytics Functions:** Data Analytics, Data Cleaning, Data Visualization, Dashboard, Business Insights
- **Soft Skills:** Analytical Thinking, Problem Solving, Communication, Time Management, Rapport Building
- **Graphic Design:** (Canva – Posters & Social Media Creatives)
- **Additional Skill:** TN Govt. Certified Speed Typing (English) – With high Accuracy

WORK EXPERIENCE

BUSINESS ANALYST INTERN | Chai Waale Trades Pvt. Ltd Chennai.   **March 2025 – May 2025**

- o Analyzed sales, customer, and outlet-level data using Excel and SQL to identify demand trends and service gaps.
- o Evaluated product-wise performance and provided insights for inventory and product mix optimization.
- o Assisted in tracking key business metrics to support data-driven decisions in operations and marketing.
- o Collaborated with the operations team to improve retail efficiency and customer satisfaction.
- o Contributed to enhancing promotional effectiveness by studying campaign performance and customer response

DIGITAL MARKETING INTERN | Solstrom Energy Solutions Pvt. Ltd., Chennai   **July 2024- August 2024**

- o Analyzed SEO and website performance data to identify trends and improvement areas, enhancing organic search traffic and engagement.
- o Assisted in optimizing digital processes by improving on page SEO elements (meta titles, descriptions, and headers) to align with industry best practices.
- o Monitored off-page SEO strategies such as link-building and outreach, supporting compliance with marketing goals and improving visibility.
- o Generated performance reports and provided actionable insights to refine content strategies and improve ROI on digital marketing campaigns.

ACADEMIC PROJECTS

Predictive Modeling & Business Forecasting with Power BI   **March 2025 - May 2025**

- o Developed predictive models in Power BI using historical sales data and machine learning techniques (regression & time-series) to forecast demand trends with improved accuracy.
- o Enhanced decision-making through interactive dashboards, integrating online vs. offline sales insights, seasonal trends, and competitor analysis.
- o Delivered actionable recommendations that reduced stockouts, improved marketing strategy, and supported sustainable business growth's
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Evaluating Digital Strategies for Improved Client Satisfaction   **July 2024- September 2024**

- o Conducted structured research and data analysis on digital marketing strategies, including SEO performance and consumer perception, to evaluate their impact on business outcomes.
- o Designed and implemented surveys to gather quantitative and qualitative insights, ensuring reliability and accuracy in measuring client satisfaction.
- o Generated reports and actionable recommendations using statistical techniques and performance metrics to enhance customer experience, satisfaction, and ROI.

CERTIFICATION COURSE PROJECTS – IT VEDANT

Employee Management System – MySQL   **November – 2024**

- Built a relational database to manage and track employee records.
- Utilized MySQL Workbench for database design and management.

Sales Performance Dashboard – MS Excel   **February – 2025**

- Analyzed customer purchasing patterns, sales performance, and product popularity.
- Designed an advanced Excel dashboard for visualization and reporting.

Customer Transactions & Profit Analysis Dashboard – Power BI   **April – 2025**

- Conducted analysis of customer transactions, spending behavior, and profitability.
- Created an interactive Power BI dashboard to present insights.

HR Analytics Dashboard – Tableau   **April – 2025**

- Developed an HR dashboard to track strategy implementation and quarterly progress.
- Applied Tableau for advanced data visualization and reporting.

CERTIFICATIES

- **Master of Data Science & Data Analytics with AI – IT Vedant | Anna Nagar**   **November 2024 – May 2025**
  - Diving into World of Data
  - SQL for Data Science
  - Project and Case Studies
- **IBM Certifications**
  - Data Analysis with Python (IBM)
  - Python for Data Science (IBM)
  - Machine Learning with Python (IBM)
- **Innovation, Business Models and Entrepreneurship – NPTEL**   **August 2024 – October 2024**
- **Stress Management**   **February – 2022**
- **MS Office 2017 (Word, Excel & PowerPoint) – TIET Community Center**   **October 2019 – December 2019**
- **NSS (National Service Scheme)**   **September – 2018**

PAPER PUBLICATIONS & PRESENTATIONS

Published research paper titled "Evaluating the Effect of Digital Marketing Strategies on Client Satisfaction: A Comprehensive Review" in International Journal of Research Publication and Reviews – **IJRPR**   **April ─2025**

LANGUAGES

- **English –** Fluent
- **Tamil –** Fluent
- **Telugu –** Native

INTERESTS

- Problem-Solving & Critical Thinking
- Continuous Learning & Professional Growth
- Technology & Innovation
- Creative Poster Design (Canva)
- Team Collaboration & Leadership