

Guru K

Contact: 8667722919

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Advanced Excel | Macros/VBA | Data Science | PowerBI | SQL | Python | Machine Learning | Tableau

LinkedIn URL - <https://www.linkedin.com/in/guru-k-623b51186/>

GitHub URL - <https://github.com/Gurukannan>

In my 7 years of Analytics journey I have worked across domains such as Manufacturing, Auditing, Mutual Funds, Banking, Finance, Real Estate and Entertainment. This journey has enabled me meet people from different walks of life and trying to understand their needs and aspirations has molded me to be an inclusive personality. I believe strongly that asking the right questions solves most problems and knowing what is inside the box is a pre requisite to 'Out of the box thinking'. 'Willing to learn & apply' is my key mantra to success.

SKILL SUMMARY

MS Office - Advanced Excel, ActiveX Controls, VBA Macros, Power Pivot, Power Query, Powerpoint Database /CRM - MySQL, SQL Server, PyMySQL, Salesforce, Cloud Telephony, AMS

Programming: VBA, Python, SQL

Web Tools – Flask, HTML, CSS, Bootstrap, Jinja 2 Templates

ML Algorithms - Regression, Classification, Clustering, Tree-Based Models, Ensemble, XGBoost, etc

Data Science Libraries - Sklearn, Pandas, Numpy, Dask

Visualization Libraries - Matplotlib, Seaborn, Plotly, WordCloud

Web Scraping Libraries - BeautifulSoup4, Selenium

Time Series Analysis - ARIMA, FBProphet

NLP Libraries - NLTK, Gensim, Spacy, TextBlob

AutoML Libraries – Auto Vml, Pycaret, AutoGluon, AutoARIMA

Sentiment Analysis - VADER Sentiment

Deployment Libraries - Flask, Streamlit, Dash

Deployment Cloud - Heroku, AWS

Data Science Tools - Orange, Weka, RapidMiner,

Robotic Process Automation - UiPath, Data Miner

IDEs - Jupyter Notebook, PyCharm, Spyder, Anaconda, Python Idle

Dashboard Tool –Tableau, Power BI, Plotly Chart Studio, Google Data Studio, Google Analytics,

Flourish, Dash

Modelling - Predictive Modelling, Statistical Modelling, Quantitative Analysis

PROFESSIONAL EXPERIENCE

UrbanTree Infrastructures Pvt Ltd - MIS & Analytics Manager (Jan 2019 - 2020)

Computer Age Management Services Pvt Ltd - Processing Officer (Jun 2015-Dec 2018)

CITI Bank - Senior Process Executive (Dec 2013-Mar 2015)

SPP - Business Analyst (May 2012- Oct 2013)

Key Result Areas:

- End to End Machine Learning Model Creation using various ML Algorithms and deployment options
- Full Stack CRUD Apps Development using Excel VBA
- Full Stack Analytics App Development using Plotly Dash
- Automation of monotonous Jobs using Excel, Python, RPA Tools.

- Sharing Ad-hoc reports and dashboards using PowerBI, Excel, PPT, Infographics and other viz.
- Creating clean & crisp MIS Reports (Daily, Weekly, Fortnightly, Monthly, Quarterly, etc)
- Overseen all phases of in-house-software development life-cycle.
- Guided teams such as Sales, Marketing, Presales, HR and Finance with right data and strategies to gain actionable business insights and boost customer productivity and revenue.
- Business Forecasting and Analysis. Communicate and track KPIs across departments

Highlights:

- Lead a team of junior analysts to Achievement-driven professionals
- Created Analytics- Driven environment that leads to Cost-Cutting, Smooth Work-Flow, Low-Latency
- Essential Training to teams on new workflow implementations
- Recognized by managers, colleagues, and peers for innovation, communication, and teamwork to ensure quality, timely project completion

EDUCATION

Anna University (2007-2011)

Bachelors of Engineering- Aeronautical Engineering

CERTIFICATIONS

Machine Learning with Python

TATA Certified Machine Learning Program

LinkedIn approved Advanced Excel Program

Visual Basic and Foxpro Certified

NDT Level2

NISM 2B

PROJECTS

Client: CAMS

Project: Aadhaar Demographics Matcher

Technology / Method: SQL Server, Fuzzy Wuzzy, Advanced Excel, PowerPivot, Power Query, DAX

Duration: 4 Months

Role and Responsibilities: Project Lead

Client: CAMS

Project: AML, NPO Suspicious Transaction Monitoring

Technology / Method: Excel VBA, Pythagoras AML System, Userforms, Anomaly Detection, Customer Segmentation, Exploratory Data Analysis (EDA), Power BI

Duration: 18 Months

Role and Responsibilities: Project Lead

Client: CAMS

Project: Data Entry CRUD app

Technology / Method: Excel VBA, Userforms, Create-Edit-Update-Delete, MS Access

Duration: 2 Months

Role and Responsibilities: Project Lead

Client: Urbantree Infrastructures Pvt Ltd

Project: Billing Software - Excel

Technology / Method: Excel VBA, Accounting, GST/VAT Calculations, Invoice Generation, MySQL

Duration: 1 Month

Role and Responsibilities: Project Lead

Client: Urbantree Infrastructures Pvt Ltd

Project: HR Salary Prediction App

Technology / Method: Data Collection, Data Wrangling, Feature Selection, Feature Engineering, XgBoost, HTML, CSS, Bootstrap, Flask, Heroku

Duration: 4 Months

Role and Responsibilities: Project Lead

Client: Urbantree Infrastructures Pvt Ltd

Project: Spam Calls – Text Classifier App

Technology / Method: Data Collection, Data Wrangling, Feature Selection, Feature Engineering, Naive Bayes, HTML, CSS, Bootstrap, Flask, Heroku, SKLearn

Duration: 5 Months

Role and Responsibilities: Project Lead

Client: Urbantree Infrastructures Pvt Ltd

Project: Sentiment Analyzer App

Technology / Method: Data Collection, Data Wrangling, Feature Selection, Feature Engineering, VADER Sentiment Analyzer, HTML, CSS, Bootstrap, Flask, Heroku

Duration: 4 Months

Role and Responsibilities: Project Lead

Client: Urbantree Infrastructures Pvt Ltd

Project: COVID-19 Analytics App

Technology / Method: Streamlit, Matplotlib, Seaborn, Flask, Heroku, Tableau Public

Duration: 4 Months

Role and Responsibilities: Project Lead

Client: Urbantree Infrastructures Pvt Ltd

Project: Live Marketing Dashboard

Technology / Method: Google Data studio, Google Sheets, Data Api, Charts Api, Maps Api,

Duration: 2 Months

Role and Responsibilities: Project Lead

Client: Urbantree Infrastructures Pvt Ltd

Project: Website Scraper, Short News Scraper

Technology / Method: UIPath, Dataminer, Google Sheets, Google Developer API Keys, Formulae

Duration: 4 Months

Role and Responsibilities: Project Lead

Client: CAMS

Project: Bank Marketing Campaign Analysis

Technology / Method: Jupyter Notebook, Pandas, Numpy, Plotly, Datatables, Credit Risk Analysis

Duration: 4 Months

Role and Responsibilities: Project Lead

ARTICLES

Strictly for Excel-Chart Lovers -

Cousins of VLookup -

Simple Chatbot by Guru.K -

<https://bit.ly/2UJBUNe>

<https://bit.ly/2ULyYzB>

<https://bit.ly/2MVjhl6>

Credit Card Algorithm -
Facebook Target Audience (Prediction of Sales) -

<https://bit.ly/2zCsGLu>
<https://bit.ly/3e2GcXF> .