

HEMANJALI ADINI

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PROFESSIONAL SUMMARY

Data Analyst with an MSc in Big Data Science, specializing in business intelligence, analytics, and data-driven decision-making. Proficient in SQL, Tableau, and Excel, with expertise in trend analysis, A/B testing, and data visualization. Experienced in translating complex datasets into actionable insights to optimize product performance and enhance customer engagement. Passionate about leveraging data analytics to drive commercial growth and operational efficiency in fast-paced, consumer-focused industries.

SKILLS

SQL & Data Querying: Writing optimized queries, data extraction, transformation, and automation

Data Visualization: Tableau, Looker, Power BI, dashboard creation, storytelling with data

Statistical Analysis & Experimentation: A/B testing, hypothesis testing, regression analysis

Business Intelligence & Analytics: Trend analysis, performance tracking, actionable insights

Excel & Google Sheets: Pivot tables, advanced formulas, exploratory data analysis

Stakeholder Communication: Presenting insights to technical and non-technical audiences

Problem-Solving & Critical Thinking: Translating complex datasets into business impact

Collaboration: Working cross-functionally with product, commercial, and data teams

Attention to Detail: Ensuring data accuracy and integrity in reporting

EDUCATION

University of Queen Mary, London | MSc Big Data Science 2023 – 2024

Principles of Machine Learning, Neural Networks and Deep Learning, Natural Language Processing, Data Mining, Cloud Computing, Big Data Processing.

Sathyabama University of Science and Technology | B.E. Computer Science and Engineering 2017 – 2021

Object-Oriented Analysis & Design, Advanced Data Structures, Operating Systems, Database Management Systems, Computer Architecture & Organization, Software Engineering.

PROFESSIONAL EXPERIENCE

Ernst and Young | Chennai, India

Test Engineer

Oct 2021 – August 2023

- Performed data analysis and validation for Santander UK's KYC system, ensuring data integrity and AML/CDD compliance.
- Developed SQL-based queries and automated scripts, improving data processing efficiency by 18%.
- Created Tableau and Power BI dashboards, visualizing financial trends and compliance metrics for stakeholders.
- Optimized reporting processes, reducing manual effort by 29% through automation and workflow improvements.
- Collaborated with product and business teams, translating data insights into strategic recommendations.

Olam Information Services Pvt Ltd | Chennai, India

Machine Learning Engineer Intern

Dec 2019 – Jan 2020

- Conducted data analysis and built interactive dashboards to visualize business trends and operational insights.
- Developed SQL-based data pipelines, improving data integrity and automation for reporting processes.
- Implemented predictive models for trend forecasting, supporting business decision-making through data-driven insights.
- Optimized data processing workflows, reducing data preprocessing time by 20% and improving real-time monitoring.

CERTIFICATION

Microsoft | Microsoft Azure Data Scientist Associate (DP-100) 2025

Microsoft | Microsoft Azure Fundamentals AZ-900 2022

University of California, Davis | SQL for Data Science 2020

Udacity | Data Structures & Algorithms Nanodegree Program 2020

PROJECTS

Semantic Search Engine for Myntra

Queen Mary University of London, London, UK

Jan 2024 – March 2024

- Developed a scalable semantic search engine using SBERT and Elasticsearch, improving product discovery by capturing user intent beyond traditional keyword matching.
- Processed 100,000+ product descriptions into semantic embeddings, enhancing search precision and recall by 15%.
- Designed an interactive Streamlit-based front-end for real-time, context-aware product recommendations, boosting customer engagement, and enabling data-driven decision-making.
- Collaborated with cross-functional teams to implement a scalable architecture, demonstrating problem-solving skills and teamwork under tight deadlines.

Nutritional Analysis Project

Queen Mary University of London, London, UK

Oct 2023 – Dec 2023

- Built a web app for nutritional analysis and meal logging using Python and Flask on Google Cloud Platform, ensuring seamless data ingestion and model integration.
- Managed end-to-end deployment with Kubernetes and Cloud SQL, delivering a secure, high-performance solution. Integrated a Nutritional Analysis API for real-time tracking of calorie and macronutrient intake, generating actionable insights for process optimization.
- Developed secure RESTful APIs with Docker for user authentication, optimizing scalability and performance through cross-functional collaboration.

Sarcasm Detection using Hybrid CNN and Multi-source Embeddings

Queen Mary University of London, London, UK

Jan 2024 – August 2024

- Designed and implemented a hybrid BERT-CNN model for sentiment analysis in social media, achieving 85% accuracy, showcasing expertise in NLP and predictive modeling.
- Leveraged multi-source embeddings and autoencoder techniques to extract insights from unstructured text data.
- Evaluated model performance using F1 Score and confusion matrices, ensuring robust data-driven insights.
- Collaborated with interdisciplinary teams to optimize model parameters, demonstrating data-driven problem-solving skills.

COVID-19 Document Clustering Project

Sathyabama University of Science and Technology | Chennai, India

April 2021– May 2021

- Created a clustering framework using NLP to organize large-scale COVID-19 datasets, improving retrieval speed by 20%.
- Optimized clustering algorithms to enhance the processing of unstructured healthcare data.
- Refined semantic evaluation techniques to reduce data redundancy and improve information retrieval efficiency.
- Co-authored an IEEE paper on innovative clustering techniques for healthcare data, showcasing expertise in data framework optimization.

PUBLICATIONS

- Published "Document Clustering on COVID-19 Literature Using Machine Learning". in the IEEE Journal. Developed a framework that enhanced data retrieval speed and accuracy in healthcare analysis, improving the efficiency of processing high-volume, unstructured data.