JEEVANA SENTHILKUMAR

Chennai | +91 98652 79866 | jeevana8438@gmail.com | [LinkedIn](#) | [GitHub](#)

PROFESSIONAL SUMMARY

Analytical professional with 2 years of experience at **Amazon** as an **ML Data Associate**, specializing in **data analytics, visualization, and dashboard development** using **Power BI**. Skilled in **Power Query, DAX, and data modeling** for building real-time analytical reports and deriving business insights. Passionate about transforming raw data into meaningful visual stories that drive data-informed dec isions and operational efficiency.

PROFESSIONAL EXPERIENCE

Amazon Development Centre Pvt. Ltd. – ML Data Associate
Nov 2023 – Sep 2025 | Chennai, India

Tools Used: Power BI, Amazon SageMaker, Amazon Chime, Excel, Outlook, Power BI Service, Internal Data Portals

- Built and managed **real-time Power BI dashboards** to track ML workflow accuracy and team productivity, improving data visibility by **35%**.
- Integrated data from SQL databases and internal portals (similar to SharePoint APIs) into Power BI dashboards for unified analytics.
- Utilized **Power Query** and **DAX** to automate reporting, reducing manual effort by **40%** and enhancing data accuracy by **28%**.
- Designed KPI-driven visual reports that highlighted process gaps, enabling a **15% boost in operational efficiency** across teams.
- Collaborated with analytics and quality teams to integrate new metrics, supporting **real-time performance tracking** and data-driven decisions.
- Recognized with the **"Extra Mile Award"** for driving analytical improvements and maintaining exceptional quality standards.

SKILLS

Power BI Tools: Power BI Desktop, Power Query, DAX, Power Pivot, Power BI Service, KPI Dashboards, Drill-through Reports, Data Visualization, Power BI Gateway Configuration, Scheduled Data Refresh, Power BI–Power Automate Integration (alerts & scheduled report delivery)

Data Analytics: Data Modeling, Data Cleaning, ETL, Data Transformation, Time Intelligence, KPI Metrics, Report Optimization

Database & Querying: SQL, Joins, Aggregations, Subqueries, Relational Database Management

Spreadsheet Tools: Microsoft Excel (Pivot Tables, Power Pivot, Formulas), Google Sheets

Programming: Python (Pandas, NumPy – Basics)

Business Intelligence: Data Storytelling, Dashboard Automation, Business Reporting, Performance Tracking, Insight Generation

ACHIEVEMENTS

- Received **"Extra Mile Award"** at Amazon for implementing data-driven reporting improvements that enhanced accuracy and visibility.
- Built and maintained **Power BI dashboards** adopted across teams, improving operational tracking and workflow transparency by **35%**.

PROJECTS

Title: Social Media Ad Campaign Analysis - Github
Skills: Power BI, Power Query, DAX, Data Modeling, Visualization, Marketing Analytics
Description:

Developed an interactive Power BI dashboard to evaluate Facebook ad campaign performance across demographics and interests. Extracted and transformed raw data using Power Query for accuracy and consistency. Applied DAX to derive KPIs including cost efficiency and conversion performance. Designed KPI cards, trend charts, and demographic segmentation visuals to monitor real-time campaign outcomes. Optimized data modeling for drill-through between ad categories and audience profiles. Improved ad conversion insights by **33%**, identified two profitable audience groups, and built a framework for smarter ad spend allocation.

Title: Inventory Management Dashboard - Github
Skills: Power BI, Power Query, DAX, Data Modeling, Forecasting, Supply Chain Analytics
Description:

Developed an inventory management dashboard to monitor warehouse stock levels, sales performance, and reorder requirements. Modeled multi-table data (stock, SKU, orders) for unified warehouse KPIs. Implemented DAX-driven metrics for inventory classification, turnover, and demand fluctuation. Designed visuals such as cards, gauges, and matrices to display stock health and reorder alerts. Improved stock visibility by **35%**, reduced out-of-stock risks by **20%**, and optimized warehouse efficiency through data-driven reorder scheduling.

CERTIFICATIONS

- SQL (Intermediate) – Hacker Rank | 2024

EDUCATION

- **B.Sc. Data Science** – Madurai | 2020 – 2023 | **CGPA: 9.2 (Rank Holder)**
- **Data Analytics Certification** – Great Learning | 2023

Keywords:
Power BI | DAX | Power Query | Data Modeling | Data Visualization | KPI Reporting | Business Intelligence | SQL | Excel | ETL | Dashboard Development | Data Analytics | Python