(Karthikeyan Baskaran)

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### **Summary**

Results-driven professional with expertise in data analysis, process improvement, and customer experience, seeking to leverage skills in a dynamic role that drives business growth and customer satisfaction.

### **Skills**

**Data Analysis**: Predictive Analytics, Data Visualization, Machine Learning **Procurement**: Supply Chain Operations, Cost Reduction, Automation

**Customer Experience**: Customer Service, Relationship Building, Retention Strategies **Project Management**: Process Improvement, Team Collaboration, Stakeholder Management

Business Intelligence: Tableau, Power BI, Data Visualization

Operational Efficiency: Automation, Productivity Enhancement, Cost Savings

### **Experience**

Purchaser Nov 2021 - Aug 2023

Vestas Wind Technology, India

- Analyzed customer needs and developed data-driven solutions to improve procurement processes, resulting in a 15% reduction in costs and a 20% increase in project delivery capacity.
- Utilized predictive analytics to forecast demand and optimize supply chain operations, achieving a 30% reduction in manual efforts and enhancing operational efficiency.
- Collaborated with cross-functional teams to develop and deploy automation tools, streamlining procurement workflows and resulting in \$35M in savings.

#### **Consultant ECM Purchaser, Vestas**

Jan 2021 - Nov 2021

ManpowerGroup Services, India

- Applied data-driven insights to optimize procurement processes, reducing production costs by 10% and improving operational efficiency by 15%.
- Developed and deployed cloud-based automation tools, increasing team productivity by 30% and reducing manual effort by 25%.
- Built and maintained a robust supplier base, achieving a 20% improvement in supply chain efficiency and ensuring 100% on-time delivery.

# Procurement Engineer (Intern)

Jun 2019 - Jan 2021

Valeo India

- Conducted data analysis to identify cost-saving opportunities, achieving a 10-15% reduction in costs through competitive vendor sourcing and procurement strategies.
- Developed and deployed interactive dashboards to monitor procurement KPIs and supplier performance, reducing reporting time by 40% and improving decision-making accuracy.
- Executed e-auctions and sourcing strategies, optimizing supplier selection and driving cost efficiency across categories.

## **Projects**

**Customer Churn Analysis**: Analyzed and processed raw customer data, applied machine learning to predict churn risk, and visualized insights to guide retention strategies. (Machine Learning, Data Analysis, Customer Churn, Predictive Analytics)

**Meta Financial Dashboard**: Developed an interactive Tableau dashboard to analyze key financial KPIs, delivering actionable insights that improved financial decision-making and strategic planning. (Tableau, Financial Analysis, Data Visualization, KPI Tracking)

**Vestas KPI Tracking**: Automated employee data collection, analysis, and visualization processes using Power BI, Python, and Excel, improving traceability and key metric visibility for senior management decision-making. (Power BI, Python, Excel, Automation, Data Visualization, KPI Tracking)

## **Education**

Diploma in Data Analytics for Business

St. Clair College, Canada

Sep 2023 - Apr 2025

Bachelor of Mechanical Engineering

St. Joseph's Institute of Technology, India

Jun 2014 - Jun 2018