

Karunya Srinivasan

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Summary

Data professional with 1+ year of experience in data analytics and predictive modeling. MSc Computer Science graduate skilled in SQL, Python, Excel, Power BI, and Google Analytics. Adept at transforming complex datasets into actionable insights, statistical analysis, optimizing processes, and supporting data-driven decision-making.

Skills

Programming: Python (Pandas, NumPy, Scikit-learn), SQL

Data Visualization: Matplotlib, Seaborn, Plotly, Streamlit

Databases: MySQL, PostgreSQL, MongoDB

Tools & Platforms: Excel (Pivot Tables, Power Query), Power BI, Google Analytics, Git, AzureML

Analytics & ML: Data Cleaning, Feature Engineering, EDA, Predictive Modeling, Statistical Analysis

Education

University of Western Ontario, MSc in Computer Science

Sept 2024 – Sept 2025

- **GPA:** 4.0/4.0

- **Courses:** Intro to Machine Learning, Advanced AI, Database II, Brain Inspired AI, Parallel Computing

Anna University, BE in Computer Science

2020 – 2024

Experience

Data Research Assistant, University of Western Ontario – London, Canada

July 2025 – present

- Collected, cleaned, and structured text datasets using Python (Pandas) to ensure data accuracy and consistency.
- Designed automated data pipelines for transforming unstructured text into analyzable formats, enhancing data accessibility and efficiency.
- Conducted quality checks and statistical analysis to evaluate data integrity and optimize processes.

Freelance Data Analyst, E-commerce Platform – Remote

Mar 2023 – July 2024

- Conducted sales data analysis using Google Analytics, identifying trends that led to a 15% increase in revenue.
- Created interactive dashboards and communicated insights and informed decisions on business strategies to stakeholders.
- Performed customer segmentation analysis, leading to targeted marketing campaigns, improving customer retention by 10%.
- Monitored and reported on sales funnel metrics, identifying bottlenecks and recommending strategies that improved conversion rates by 12%.

Developer Intern, National Association of Software & Service Companies – Chennai, India

Mar 2023 – May 2023

- Built a NLP-based chatbot for automating customer support using Python (Pandas, Scikit-Learn), reducing human intervention by 40%.
- Collaborated with a team to clean, preprocess, and validate noisy 10K+ user queries, developing text classification model for sentiment analysis with 90% accuracy.
- Deployed via Telegram API, handling 100+ daily queries and improving response efficiency.

Projects

News Summarizer using Web Scraping & NLP

- Developed a Python-based tool to automate the extraction of news articles from websites using BeautifulSoup & Requests.
- Preprocessed raw HTML using NLTK to clean, tokenize and used HuggingFace's BART to generate abstractive summaries.

Grocery Sales Analysis – IBM Cognos Analytics

- Conducted EDA, validated data and created reports, identifying key trends in revenue, sales, and customer behavior.
- Transformed data using SQL for efficient data processing, improving data readiness for reporting and analysis.

HR Analytics Dashboard Using Power BI

- Designed an interactive HR analytics dashboard to analyze employee performance, attrition, and recruitment metrics.
- Cleaned, preprocessed and validated 1400+ HR datasets using Power Query, ensuring data accuracy and consistency.

ML-Powered Taxi Fare Prediction Using Docker

- Conducted exploratory data analysis(EDA) and validation on 50000+ taxi fare data, identifying key features.
- Built a predictive model using LightGBM, achieving $R^2=83.9\%$ and automated data extraction utilizing Docker.

Certifications

- Google Data Analytics Professional Certificate
- Master Artificial Intelligence 2022: Build 6 AI Projects - By Udemy