Data Analyst/ Business Analyst

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Linkedin
Github Project Portfolio

J.M.KATHIR

Education

MASTER OF ARTS IN ECONOMICS – **Bharathiar University** – **Coimbatore.**   **June 2024**
Majors: Econometrics, Research methodology, Quantitative methods, Operational research
Marks: 8.6 CGPA (Expected)

BACHELOR OF ARTS IN ECONOMICS – **Government Arts College** – **Coimbatore.**   **May 2022**
Majors: Micro Economics, Macro Economics, Monetary Economics
Marks: 7.6 CGPA

Technical Skills

Languages:
- **SQL** (SQL Server, MySQL, SQLite)
- **Python** (Pandas, NumPy, Scikitlearn, MatPlotLib)
- **R Programming** (ggplot2, dplyr, caret, ivreg)

Business Intelligence(BI) Tools:
- **Microsoft Power BI** (DAX, API, Power Query)
- **Tableau**
- **Excel** (VLookup, Conditional Formatting, Pivot Tables)

Projects

BIGMART SALES PREDICTION – Personal Project – **LINK**   **June 2024**
- Developed a sales prediction **ML model** for Big Mart outlets using the **XGBoost Regressor**, achieving an **64%** on training data and **59%** on testing data.
- Pre-processed 10,000+ rows data by handling missing values and applied **Label Encoding** to convert categorical variables.
- Conducted **Exploratory Data Analysis (EDA)** using **Pandas** and **Seaborn** to analyze feature distributions and identify patterns.
- Utilized tools like **Pandas**, **NumPy**, **Matplotlib**, **Seaborn**, **scikit-learn**, and **XGBoost** to manage data and build the predictive model.

EPL MATCH WINNER PREDICTION FOR 2024-25 SEASON– Personal Project – **LINK**   **August 2024**
- Created a **Machine learning model** using **Scikit-Learn** to predict EPL match winners, achieving **60%** accuracy.
- Utilized **Beautiful Soup** and **pandas** for **Data Scraping** and processing 7000 plus historical match data from FBref.
- Implemented **Decision Tree** and **Random Forest Classifiers** with model refinement techniques, enhancing prediction accuracy from **47%** to **60%.**
- Conducted **data cleaning and model evaluation** to optimize predictions based on team performance metrics and match conditions.

COVID 19 EXPLORATORY DATA ANALYSIS (EDA) – Personal Project – **LINK | DASHBOARD**   **July 2024**
- Performed COVID-19 **EDA** data analysis using **SQL, Excel, and Tableau** to assess infection rates, mortality, and vaccination coverage.
- Analyzed and processed over 2 million rows of data using SQL to derive key performance indicators, leading to the identification of three major trends that informed strategic business decisions and improved operational efficiency.
- Conducted **data cleaning** and preparation in **Excel** for accurate analysis.
- Designed an interactive **Tableau dashboard** to visualize trends, regional impacts, and vaccination progress.

SALES INSIGHT – Personal Project – **LINK | DASHBOARD**   **July 2024**
- Conducted in-depth **Exploratory data analysis (EDA)** using **SQL** to uncover key sales insights, analyzing trends by market, currency, and year.
- Transformed and normalized sales data with **Power Query**, ensuring consistency for accurate analysis.
- Created an interactive **Power BI dashboard** that visualized sales performance across multiple dimensions.
- Enabled the sales team to make informed, data-driven decisions, improving strategic planning and business outcomes.

Certifications

Google Data Analyst Professional Certification
Gained skills in data analysis, including cleaning, EDA, and visualization. Mastered SQL, Excel, and Tableau to analyze datasets, derive insights, and support decision-making

Business Analytics with Excel: Elementary to Advanced - **John Hopkins University**
Acquired advanced Excel skills for data manipulation, statistical analysis, and visualization. Implemented expertise in building models and presenting insights for strategic decision-making.

Python for Everybody – University of Michigan
Expanded Python skills to cover data structures, APIs, and databases. Applied knowledge in a Capstone Project to design and develop applications for data retrieval, processing, and visualization.