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BSc Economics, Statistics

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INTRODUCTION

I'm an Economics and Statistics undergraduate with a strong interest in data analysis and coding. As a beginner video editor, I combine analytical skills with creativity, eager to learn and grow in tech field.

EDUCATION			
YEAR	QUALIFICATION	INSTITUTION	CGPA/PERCENTAGE
2023-26	Bachelor of Science Economics, Statistics	Mount Carmel College	2.73/4.0
2021	Class XII (CBSE-PCMB)	KSR Akshara Academy Sr Sec School	92.0%
2019	Class X (CBSE)	KSR Akshara Academy Sr Sec School	90.0%

PROJECTS	
1. Credit Card Approval Prediction Dec'24 - Jan'25	
Approach	- Built a logistic regression model in R to predict credit card approvals, optimizing features and evaluating with ROC-AUC, MCC, and VIF.
2. Demand and Supply Analysis of Affinity International Aug'24	
Approach	- Conducted a detailed cost analysis of Affinity International, examining monthly expenses, customer count, and electronics inventory to identify trends and optimise financial efficiency.
3. Automated Weekly Sales Reporting System May'25 - June'25	
Approach	- Built an automated pipeline using Python to fetch weekly sales data from Shopify via API. - Generated performance reports in PDF format with key KPIs and visualisations using Pandas, Matplotlib, and FPDF. - Set up automatic email delivery of the report to management every Monday using SMTP.
4. Meta Ads Data Analysis (Ongoing)	

EXPERIENCE	
Data Analyst Intern - Erode - Fashion Startup May'25 - June'25	
	- Analysed 16 months of sales data using Python and Excel to identify trends and revenue drivers. - Developed an automated reporting pipeline (Shopify API + FPDF) that emails weekly PDF dashboards. - Began Meta Ads data analysis to evaluate campaign performance and ROI.
Core Team Member - Tech and Media Team MCC, Entrepreneurship cell MCC, Economics Association MCC 2023 - 2025	
	- Led a media team for video shoots, edited content using DaVinci Resolve, managed a social media account, and designed posters and certificates.

CERTIFICATIONS	
1. Microsoft Office Specialist: Excel Associate (Excel and Excel 2019)	
2. Microsoft Certified: Azure AI Fundamentals	
Issued by	- Microsoft

TECHNICAL SKILLS	
Python (Pandas, NumPy, Matplotlib), R, Machine Learning (Predictive Modelling, Feature Engineering, Logistic Regression), Statistics & Data Analysis, Microsoft Excel (MOS Certified), Microsoft Azure (AI Fundamentals Certified), API Integration, Report Automation, Git (basic), DaVinci Resolve, Canva	