

Keerthana M

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OBJECTIVE

Entry-level Data Analyst specializing in data cleaning, analysis, and visualization to support data-driven decision-making. Skilled in leveraging tools such as SQL, Power BI, Excel, and Python to analyze datasets, identify trends, and generate actionable insights. Passionate about transforming raw data into meaningful business intelligence through accurate reporting, dashboard development, and exploratory analysis. Dedicated to improving data quality and delivering clear, impactful insights through structured analysis, attention to detail, and effective communication.

EDUCATION

Manakula Vinayagar Institute of Technology, Puducherry, India

Bachelor of Technology in Artificial Intelligence and Machine Learning

SRVS National Higher Secondary School, Karaikal, India

Higher Secondary Certificate (HSC)

Annai Therasa Girls Higher Secondary School, Karaikal, India

Secondary School Leaving Certificate (SSLC)

November 2021 – May 2025

GPA: 8.44

Graduated: 2021

Percentage: 80%

Graduated: 2019

Percentage: 69%

SKILLS SUMMARY

- **Tools:** Power BI, Tableau, Microsoft Excel, Jupiter Notebook, Google Sheets, NumPy, Pandas, Matplotlib, Seaborn.
 - **Languages:** Python (Data Cleaning, Visualization, Basic ML), SQL (Data Querying, Joins, Aggregations)
 - **Databases:** MySQL, PostgreSQL, SQLite
 - **Data Analytics & BI:** Data Wrangling, Exploratory Data Analysis (EDA), Data Visualization, Dashboard Development, KPI Tracking & Reporting
 - **Machine Learning:** Scikit-learn, Supervised Learning, Classification & Regression Models, Model Evaluation (Accuracy, Precision, Recall, F1-Score)
 - **Area of Expertise:** Business Intelligence, Data Interpretation, Problem Solving, Customer Insight Analysis, Data-Driven Decision Making
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PROJECT

COVID-19 Dashboard ([GitHub](#))

- Designed and developed an interactive Power BI dashboard to analyze global and country-wise COVID-19 trends, including confirmed cases, recoveries, and fatalities.
- Performed data cleaning, transformation, and modeling using Power Query to ensure data accuracy and consistency.
- Implemented DAX measures to calculate daily growth rates, mortality rates, and recovery percentages.
- Created dynamic visualizations with filters and slicers to enable time-series analysis and regional comparisons.
- Delivered actionable insights through clear data storytelling to support public health analysis and decision-making..

Global Terrorism Dashboard ([GitHub](#))

- Built an interactive Power BI dashboard to analyze global terrorism incidents by region, country, attack type, and target.
- Cleaned and transformed large historical datasets to improve data quality and reporting efficiency.
- Developed DAX calculations for incident frequency, casualty counts, and year-over-year trend analysis.
- Designed intuitive dashboards with drill-down and filtering capabilities to support pattern recognition and risk analysis.
- Enabled data-driven insights by visualizing trends and hotspots, supporting strategic and analytical decision-making.

Phishing Sentinel – Web Phishing Detection Tool ([GitHub](#))

- Trained models including Random Forest, SVM, and XGBoost on datasets sourced from PhishTank and Alexa Top 1M.
 - Extracted and engineered 30+ lexical, structural, and DOM-based features to improve detection accuracy and robustness.
 - Integrated adversarial attack simulation and defense mechanisms to enhance resilience against evasion techniques.
 - Designed a user-friendly web application for real-time phishing detection, providing prediction explanations, confidence scores, and threat analysis.
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CERTIFICATES/ VIRTUAL INTERNSHIP

Forage - Deloitte Data Analytics Job Simulation

- Completed a virtual job simulation focused on real-world data analytics tasks.
- Performed data cleaning, trend analysis, and data validation on business datasets.
- Generated actionable business insights using Excel and data visualization techniques.
- Supported data-driven decision-making through structured analysis and clear reporting.

Microsoft – Preparing Data for Analysis with Microsoft Excel

- Gained foundational skills in organizing, cleaning, and transforming data using Excel functions, pivot tables, and basic analytics tools.

Microsoft – Harnessing the Power of Data with Power BI projects

- Acquired practical experience in building insightful dashboards, connecting datasets, and visualizing business metrics using Power BI.