

KEERTHIKA KANAGARAJ

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PROFESSIONAL SUMMARY

Highly motivated aspiring Data Scientist and Machine Learning Engineer with over 5 years of experience in data analytics and business intelligence, delivering impactful solutions for global enterprises in biopharmaceuticals, FMCG, and hospitality industries. Demonstrates expertise in advanced analytics, predictive modeling, KPI-driven reporting, and process automation, with a proven ability to transform complex data into actionable insights. Known for strong problem-solving skills, analytical thinking, attention to detail, and excellent communication, collaboration, and stakeholder management skills. Passionate about leveraging machine learning and AI to optimize decision-making, solve real-world problems, and drive innovation through data-driven strategies.

EDUCATION

Northeastern University, Boston, MA

September 2024 - May 2026

Master of Professional Studies in Analytics (concentration in Artificial Machine Intelligence)

Sri Krishna College of Engineering and Technology, Coimbatore, India

August 2015 - April 2019

Bachelors in Electronics and Communication Engineering

GPA – 8.71/10

TECHNICAL SKILLS

Frameworks & Libraries	NumPy, Pandas, Scikit-learn, TensorFlow
ML/DL Techniques	Supervised and Unsupervised machine learning
Languages	Python, R, SQL
Tools	R Studio, R Markdown, Jupyter Notebook, Power BI, Tableau, Snowflake, SSIS, Excel

ACADEMIC PROJECT

Online Payment Fraud Detection Using Machine Learning

September 2024 - October 2024

- Analyzed fraudulent online transactions with models like Linear Regression, Decision Tree, and Random Forest, showcasing the effectiveness of machine learning.
- Identified key fraud risk factors, particularly cash withdrawals and transfers, and achieved top accuracy with Random Forest, minimizing overfitting and enhancing reliability.

Breast Cancer Detection Using Machine Learning

November 2024

- Developed a logistic regression model to predict the presence of breast cancer using the Breast Cancer Wisconsin dataset.
- Through 10-fold cross-validation, the model achieved an average accuracy of 97.36% with a standard deviation of 2.01%, indicating strong and consistent performance.
- The confusion matrix further validates the model's predictive power, showing many correct classifications with minimal misclassifications.

PROFESSIONAL EXPERIENCE

Logic Pursuits Consulting, Hyderabad, India – Data Analytics Senior Consultant

May 2022 - July 2024

- Implemented process automation initiatives that significantly enhanced the efficiency of the Finance unit's chart of accounts and financial data management for one of the largest biopharmaceutical companies in the US.
- Engineered advanced reporting solutions using Power BI and Tableau to visualize critical metrics such as P&L, Cash Flow, and Demand, enabling effective KPI tracking and data-driven decisions. Leveraged strong analytical thinking, attention to detail, and stakeholder collaboration to translate business needs into actionable insights through dynamic dashboards.
- Involved in enterprise data management, leveraging SSIS and SQL for ETL processes, maintaining business as usual, and responsible for analyzing the process and quality control for one of the most extensive cruise holdings in the US.
- Involved in data migration validation to minimize the risks associated with data loss or disruption to operations, ensuring a smooth transition to Snowflake for one of the US's most extensive cruise line holdings.

Deloitte, Bangalore, India – Analyst

June 2021 - May 2022

- Leveraged advanced technical expertise in Power BI and Azure Analysis Services to spearhead the creation of dynamic KPI dashboards, providing actionable insights into Net Revenue Management across multiple countries for a British multinational FMCG company.
- Combined expertise in data modeling with solid communication and collaboration skills to work closely with end users, ensuring the seamless delivery of cloud-based reports that enhanced decision-making and operational efficiency.

GainInsights Solutions, Chennai, India – Associate BI Consultant

Feb 2019 – June 2021

- Designed and implemented reporting Power BI applications for diverse brew categories across various retail regions of a Belgian brewing company, enabling comprehensive business analysis.
- Conducted advanced analytics to drive strategic insights, including Pareto analysis, Customer Segmentation, Time Series Analysis, and Cohort analysis.
- Developed a reporting solution to facilitate HR management of staff and project allocation, improving resource allocation efficiency.
- Prepared source-to-target mapping documents and technical documentation to support reporting solutions.

CERTIFICATIONS

- Snow Pro Core Certification**, Snowflake
- Analyzing and Visualizing Data with Microsoft Power BI**, Microsoft
- Machine Learning A-Z: AI, Python & R**, Udemy