

KEERTHIKA KANAGARAJ

Masters Student

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SUMMARY

As an analytics master's student, I am eager to apply my data analysis and data science expertise. With a data-driven approach and strong problem-solving abilities, I have experience implementing data analytics solutions and process automation using advanced technologies. I am particularly excited about taking on new challenges and contributing to the organization's growth while advancing my skills and knowledge.

EDUCATION

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

Northeastern University

2024 – 2026

Boston, MA, US

• Bachelor of Engineering

Electronics and Communication

Sri Krishna College of Engineering and Technology

2015 – 2019

Coimbatore, TN, India

TECHNICAL SKILLS



- SQL
- Power BI, DAX
- Snowflake
- Tableau
- Advanced Excel
- R
- Python
- SSIS

PROFESSIONAL EXPERIENCE

Data Analytics Senior Consultant

Logic Pursuits Consulting



May 2022 – July 2024



Hyderabad, India

- ❖ 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.
- ❖ Developed reporting solutions for various critical metrics, including P&L, Cash Flow, Balance Sheet, Price Volume Analysis, Headcount, Shipment, and Demand, enabling effective tracking of KPIs and supporting informed decision-making.
- ❖ Involved in **enterprise data management** in 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 the new system for one of the US's most extensive cruise line holdings.
- ❖ Documented various processes from the source system to the reporting applications.
- ❖ Tools and Technologies used include Snowflake, Tableau, SSIS, SQL, and Power BI.

Analyst

Deloitte India



June 2021 – May 2022



Bangalore, India

- ❖ Spearheaded the development of dashboards for tracking KPIs, providing insights into **Net Revenue Management** across multiple countries for a British multinational fast-moving consumer goods company.
- ❖ Led data modeling efforts and collaborated with end users to deliver reports via cloud-based platforms.
- ❖ Tools and Technologies used include Power BI and Azure Analysis Services.

Associate Business Intelligence Consultant

GainInsights Solutions



Feb 2019 – June 2021



Chennai, India

- ❖ Designed and implemented reporting 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.
- ❖ Tools and Technologies used include Power BI.