

# KESAV S J

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## Profile

MSc Business Analytics candidate with a bachelor's degree in B. Tech Information Technology, offering a powerful blend of technical expertise and data-driven decision-making skills. Adept at extracting actionable insights from complex datasets, I am poised to excel as a Data Analyst, leveraging my analytical prowess. With my diverse background, I'm ready to drive strategic innovation as a Business Analyst.

## Education

**UCD Michael Smurfit Graduate Business School, Dublin, Ireland**  
**Master of Science in Business Analytics**

**Sep 2023 - Aug 2024**

Key Modules Include: Optimization in Business, Statistical Methods, Programming for Analytics, Data Mining

**Sri Venkateswara College of Engineering, Chennai, India**  
**B. Tech (Information Technology) (Achieved 8.38/10)**

**Aug 2019 – Jun 2023**

Key Modules Include: Big Data Analytics, Statistical analysis using R programming, Blockchain for Business, IOT and Machine learning.

## Work experience

**Laid back Technologies (Chennai), Back-end Developer - Intern**

**Aug 2021 – Sep 2021**

- Designed and implemented an E-commerce web application for Taranga Farms, enabling customers to conveniently purchase a wide range of farm and dairy products.
- Worked on backend integration utilizing Python Django Rest Framework.

**AskTrabaajo Pvt Ltd (Chennai), AI ML Developer - Intern**

**Dec 2020 - Feb 2021**

- Collaborated with senior management to build a recommendation system using location and skill-based Analysis in python on a live project to predict suitable candidates for employers to hire.
- Utilized GitHub to communicate with co-workers while developing the system.

## Projects

- Fitness tracker** - Designed and engineered an application utilizing Media pipe pose classification to score user performance in exercises by tracking their coordinates. The application accurately calculates scores for static holding exercises and assigns scores for each repetition in dynamic exercises.
- Employee Attrition Analytics** - Led a team in collaboration with IBM, focusing on Employee Attrition Analytics. Leveraging IBM Cognos for advanced data visualization, we harnessed Python for predictive analysis. My proactive problem-solving and active engagement played a pivotal role in driving the project's advancement.

## Personal achievements

- Awarded in the Ease the Error Hackathons by IETE Chennai Centre (Sep 2020 and May 2021).
- Awarded third place in a 24-hour online Industry associated inter-college level Hackathon organised by the Department of Information Technology.
- Selected for incubation and secured a 10,000 INR seed fund from Mr. Sivarajah Ramanathan, the Mission Director & CEO of the Tamil Nadu Startup and Innovation Mission, during a pitching event hosted by Entrepreneurship Promotion and Incubation Centre (EPIC) at Sri Venkateswara College of Engineering.

## Skills

Microsoft Office (Excel, PowerPoint) | Python | Power BI | Statistical Analysis | Big Data | Data Analytics | Tableau | SQL | HTML/CSS | Django REST Framework

## Hobbies and Interests

Data and Business Analytics, Web technologies, Project management, IOT, Blockchain, Football