MUKHESH RAVI

Business Analyst | Business Developer

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Professional Summary

Dynamic and result-driven Business Analyst with 4+ years of experience in business development and data analytics. Proven track record of driving strategic initiatives, optimizing workflows, and delivering measurable results, including a 30% increase in store revenue and 100% on-time project completion. Skilled in machine learning, artificial intelligence, BI tools, and programming languages like Python, R, and SQL, with a passion for transforming data into actionable insights to fuel innovation and business growth.

Education

Northwood University   Midland, MI
Master of Science in Business Analytics (MSBA) [CGPA: 4.00]   *Jan. 2024 – Dec. 2024*

INTI International College & University   Selangor, Malaysia
Bachelors of Business in International Business and Management (Dual Major)   *Jan. 2016 – May 2019*

Skills

Technical Skills: VS Code, Power BI, Tableau, Azure, Amazon WS, Microsoft Office, SAS, AP Airflow & Alteryx

Soft Skills: Critical Thinking, Data Storytelling, Attention to Detail, Communication, Problem-Solving, Teamwork, Thorough Reporting, Time Management, Adaptability, Leadership, Organization & Version Control

Languages: Python, SQL & R – Proficient | C++ & Java - Basics

Professional Experience

Muthu Pillay Enterprise   Selangor, Malaysia
Head of Business Development   *May. 2022 – Dec. 2023*

- Expanded market to 2 regions in 12 months by leveraging predictive analytics to identify high-potential markets and designing partnership frameworks that maximize value for stakeholders, driving seamless integration into new regions.
- Streamlined project workflows by implementing Agile methodologies, process mapping, and task prioritization, increasing cross-functional collaboration and achieving 100% on-time project delivery.
- Launched the state's first Indian grocery website by analyzing market gaps, opportunities and customer preferences, translating insights into feature-rich solutions, and boosting sales by 25% and repeat purchases by 20% through optimized user experience and strategic marketing initiatives.

Business Analyst   *April 2020 – April 2022*

- Boosted store revenue by 30% over 3 years by leveraging Python and SQL for customer segmentation analysis, designing targeted marketing strategies with Tableau, and collaborating across teams to implement data-driven solutions.
- Reduced operational costs by 10% by tracking inventory turnover with Power BI, optimizing inventory management using Alteryx, and implementing procurement strategies with attention to detail.
- Cultivated stakeholder relationships by creating actionable reports with Power BI and Microsoft Office, integrating qualitative feedback into data storytelling, and driving alignment through effective communication.

TDCX (MY) Sdn. Bhd.   Kuala Lumpur, Malaysia
People and Culture Project Coordinator (Google, Samsung, Nestle, Stripe & BMW)   *June 2019 – March 2020*

- Led annual performance evaluations, using advanced data analytics to assess employee performance trends, identify skill gaps, and propose actionable recommendations for improvement, resulting in an 8% increase in employee satisfaction and enhanced productivity.
- Coordinated company-wide programs to foster employee development, utilizing data analysis to track program outcomes and improve participation by 30%, ensuring alignment with organizational goals.
- Collaborated with cross-functional teams, including HR, operations, and leadership, to streamline employee onboarding and training processes, utilizing data to improve efficiency and employee retention*.*

Academic Research & Conferences

Revolutionizing Recruitment: Enhanced ML Models for Bias Mitigation & Efficiency   Fredonia, NY
International Business Analytics Conference (IBAC) 2025   *May 2025*

- Enhanced recruitment efficiency and reduced bias by identifying key predictive factors such as Recruitment Strategy, Education Level, and Personality Score using machine learning models.
- Performed rigorous data preprocessing, including handling imbalanced datasets, feature engineering, and hyperparameter tuning, to improve model performance.
- Developed and implemented predictive models (CatBoost, XGBoost, Random Forest, Logistic Regression) to classify hiring decisions based on candidate profiles.
- Achieved a 95% accuracy rate using CatBoost, outperforming baseline models.
- *Tools Used:* Python (pandas, scikit-learn, matplotlib, CatBoost, XGBoost, GridSearchCV, RandomSearchCV)

Artificial Intelligence in Retail: Smarter Demand, Better Inventory   Savannah, GA
6th International Conference on Artificial Intelligence, Robotics, and Control   *May 2025*

- Enhanced inventory management and supply chain efficiency with advanced retail demand forecasting techniques.
- Designed and implemented predictive models using feature engineering and hyperparameter tuning.
- Achieved a 15% reduction in RMSE over baseline ARIMA and prior studies through machine learning innovations.
- *Tools Used:* R (tidyverse, caret, ggplot2, forecast, randomForest, xgboost, nnfor, keras, lattice, iml, tensorflow)

Certifications

- Google Data Analytics Professional Certificate - Coursera (Issued by Google) – *Dec 2024*
- Microsoft Power BI Data Analyst Professional Certificate - Coursera (Issued by Microsoft) – *Nov 2024*
- Amazon Web Services Fundamentals Professional Certificate - Coursera (Issued by AWS) – *Dec 2024*
- IBM Data Analyst Professional Certificate - Coursera (Issued by IBM) – *Dec 2024*
- Data Engineer Associate Professional Certificate – DataCamp (Issued by DataCamp) - *Nov 2024*

Leadership & Extracurricular Activities

President, International Student Organization Northwood University   *Feb. 2024 – Dec. 2024*
Organized events to promote cultural awareness and diversity, such as the International Exhibition for International Education Week and festivals. Led a team of 10 board members and coordinated activities for 50+ members, fostering cross-cultural engagement while managing budgets, logistics, and communications for university-wide initiatives.

Sports Centre Administrative Assistant, Northwood University   *March 2024 – Dec. 2024*
Efficiently managed member information, transactions, and attendance records while maintaining data accuracy and proficiency in entry systems. Analyzed membership trends, attendance, and revenue to produce actionable reports. Addressed customer issues with analytical problem-solving and enhanced customer satisfaction through effective communication and operational improvements.