

Navina M

Salem, Tamil Nadu | +91 9092278124 | navina.mk7@gmail.com | [Portfolio](#) | [LinkedIn](#) | [GitHub](#)

Detail-oriented professional at Amazon with experience in **product quality, risk management, and compliance investigations**. Skilled in **analyzing trends and patterns from structured case workflows**, including copyright, trademark, and infringement (red data) cases, to **support accurate, data-informed decision-making**. Transitioning into **data analytics and visualization**, adept at transforming information into actionable business insights through **data storytelling, reporting, dashboards, and process improvements**.

SKILLS

Visualization Tools	Power BI (DAX, Power Query, Data Modeling, Service), Tableau, Excel (Advanced), PowerPoint
Programming & Databases	SQL, Python (Pandas, NumPy, Machine Learning), Snowflake, Amazon S3
Analytics & BI	Data Cleaning & Transformation, Statistical Analysis, KPI Reporting, Business Intelligence (BI)
Data Modeling	Star & Snowflake Schema Design, Fact-Dimension Modeling
Domain Expertise	Risk Analytics, Fraud Detection, Compliance, Workflow Optimization
Soft Skills	Analytical Thinking, Stakeholder Communication, Collaboration, Problem Solving, Attention to Detail

CERTIFICATIONS

[Google Data Analytics Professional Certificate](#) | [IBM SQL & Relational Databases](#) | [IBM Data Visualization Using Python](#)

WORK EXPERIENCE

Amazon – Hyderabad (Remote) | Investigation Associate Mar 2024 – Present
Product Quality (PQ) May 2025 – Present

- Research and analyze **12K+** copyright, trademark, and infringement (red data) cases monthly, **identifying data patterns, trends, and anomalies** to inform accurate decisions, reduce operational risk, and maintain product quality standards.
- Implement **structured workflows** and **data-driven processes**, achieving **100% decision accuracy** and ensuring consistent, high-standard outcomes while enabling stakeholders to make actionable, analytics-backed decisions.

One Touch Claims (OTC) Mar 2024 – May 2025

- Processed and validated **36,500+ claims** across Photon & GWF, achieving **99.5% decision quality** while meeting performance benchmarks and earning **Super Star Trainee** recognition.
- Detected **anomalies** and **potential fraud patterns and trends** through data analysis and statistical methods, generating **detailed annotations** and actionable reports in accordance with Amazon's CTPS SOPs to strengthen fraud prevention strategies.

PROJECTS

Yelp Business Reviews Analytics | End-to-End Data Analytics (Python, S3, Snowflake, SQL, [Power BI](#)) | [GitHub](#)

- Engineered **ETL pipeline** for **6.99M** reviews, implementing Snowflake star-schema modeling to enable accurate analytics.
- Designed **Power BI dashboards** with **Top-N filtering** and **sentiment insights**, validating KPIs through **SQL analysis** to enable **data storytelling** and help stakeholders identify top-performing business categories and optimize strategies.

Insurance Policy Risk Analysis | [Power BI](#) | [GitHub](#)

- Constructed dashboards analyzing **293K+ policies**, enabling management to identify high-risk segments, optimize premium strategies, and improve claims monitoring through interactive **DAX** reporting.

Superstores Sales Performance Analysis | [Tableau](#) | [GitHub](#)

- Analyzed **10K+ transactions**, building dashboards highlighting sales, profit, and regional trends for data-driven decisions.

Apple Store Sales Insights | Excel | [GitHub](#)

- Processed **10K+ sales** and created dashboards to help management optimize operations and product-line strategies.

INTERNSHIPS & TRAININGS

Deloitte Australia – Data Analytics Job Simulation | [Forage](#) | Tableau, Excel Apr 2025

- Delivered insights through **dashboards** and **Excel analysis**, simulating **forensic data analytics** scenarios for client reporting.

Data Science & Data Analyst Intern (Remote) | Python, SQL, Machine Learning Oct 2023 – Mar 2024

- Built a **content-based recommender system** (cosine similarity) for personalized movie suggestions.
- Implemented a **regression model with feature engineering**, optimizing laptop pricing strategies.

EDUCATION

College of Engineering, Guindy – Anna University, Chennai, Tamil Nadu Aug 2017 – Apr 2021

B.E., Electronics & Communication Engineering — First Class