

# Navina M

Salem, Tamil Nadu | +91 9092278124 | [navina.mk7@gmail.com](mailto: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
<ul style="list-style-type: none"><li>Research and analyze <b>12K+</b> copyright, trademark, and infringement (red data) cases monthly, <b>identifying data patterns, trends, and anomalies</b> to inform accurate decisions, reduce operational risk, and maintain product quality standards.</li><li>Implement <b>structured workflows</b> and <b>data-driven processes</b>, achieving <b>100% decision accuracy</b> and ensuring consistent, high-standard outcomes while enabling stakeholders to make actionable, analytics-backed decisions.</li></ul>	
One Touch Claims (OTC)	Mar 2024 – May 2025
<ul style="list-style-type: none"><li>Processed and validated <b>36,500+ claims</b> across Photon &amp; GWF, achieving <b>99.5% decision quality</b> while meeting performance benchmarks and earning <b>Super Star Trainee</b> recognition.</li><li>Detected <b>anomalies</b> and <b>potential fraud patterns and trends</b> through data analysis and statistical methods, generating <b>detailed annotations</b> and actionable reports in accordance with Amazon's CTPS SOPs to strengthen fraud prevention strategies.</li></ul>	

## 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   <a href="#">Forage</a>   Tableau, Excel	Apr 2025
<ul style="list-style-type: none"><li>Delivered insights through <b>dashboards</b> and <b>Excel analysis</b>, simulating <b>forensic data analytics</b> scenarios for client reporting.</li></ul>	
Data Science & Data Analyst Intern (Remote)   Python, SQL, Machine Learning	Oct 2023 – Mar 2024
<ul style="list-style-type: none"><li>Built a <b>content-based recommender system</b> (cosine similarity) for personalized movie suggestions.</li><li>Implemented a <b>regression model with feature engineering</b>, optimizing laptop pricing strategies.</li></ul>	

## EDUCATION

College of Engineering, Guindy – Anna University, Chennai, Tamil Nadu	Aug 2017 – Apr 2021
B.E., Electronics & Communication Engineering — First Class	