

NIVEDHAN SENTHILKUMAR

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SUMMARY

- 1.1 years of experience in Analytics.
- Github : <https://github.com/NivedhanSenthilkumar>

EDUCATION

Great Lakes Institute of Management
PGP in Data Science and Engineering-81%

January 2021 - September 2021

Panimalar Engineering College
Bachelor of Engineering in Electrical and Electronics Engineering-70%

August 2016 - April 2020

EXPERIENCE

Shopster

Data Scientist

Thailand

July 2021 - Present

- Optimized marketing campaigns by spotting trends in the marketing attributes for better enhancements.
- Evaluated performance benchmarks and established review metrics for future tracking.
- Implemented Market Basket Analysis for identifying products frequently bought together which increased revenue by 3%.
- Reduced the cart abandonment rate from 95% to 72% by optimising the purchase funnel.
- Built regression models to predict product count with a MAPE of less than 14%

Avasoft

Data Analyst

Chennai

December 2019 - July 2020

- Developed data pipelines(ETL) and formulated dimensional models to build data warehouse.
- Automated tedious excel tasks by creating SSIS workflows which reduced manual effort by 15 hours per week.
- Presented trends and patterns observed in the data analysis to clients in an interactive manner.

INTERSHIP

Augray

Market Research Analyst

Chennai

October 2020 - November 2020

- Performed Competitor Analysis for market positioning and increased market share by 7.25%
- Ideated and maintained product analytics dashboard on PowerBI to track KPIs for internal teams.

Indian Institute of Technology(IIT), Kharagpur

Visualization Engineer

Remote

September 2020

- Developed Tableau workbooks from multiple data sources using data blending.
- Created advanced chart types, visualizations and complex calculations to manipulate the data.

IFortis Corporate

Business Development Executive

Chennai

August 2020 - September 2020

- Assessed customers' buying patterns and trends using SQL.
- Built interactive Power BI dashboards to track KPIs and to interpret delay patterns for order delivery.

Sustenance Agritech Private Limited

Business Analyst

Chennai

May 2019 - June 2020

- Analyzed the company needs for the hardware requirements and provided them with a solution for inventory management.
- Assisted with the daily market data capture and validation and helped in improving the customer relations.

Education Matters

University Analyst

Chennai

February 2019 - March 2020

- Provided actions for optimization of the student profile which increased chances of admit by 7%.
- Predicted the chances of admit using the student application attributes and deployed the model using Gradio.
- Prepared Business Requirement Documents (BRDs) to provide scope of work for technical team.

SKILLS

- **Databases:** Microsoft SQL Server, MySQL
- **Data Engineering Tools:** SQL Server Integration Services(SSIS),Python
- **Visual Analytics:**Power BI,Google Data Studio
- **Languages:** Python
- **Predictive Analytics:** Supervised Learning,Unsupervised Learning and Time Series Forecasting
- **Version Control:**Git,Github
- **Deployment:**Gradio
- **Tools:**Google Analytics,SPSS Modeller

CERTIFICATIONS

- SQL(Basic) certification by HackerRank
- English Proficiency Course in Trinity College London with A2.1 of the CEFR with Distinction.

PUBLICATIONS

- S. Nivedhan, R. Eranyan, S. Nitish Khanna,'Smart Home Using Google Assistant' International Journal of Scientific Research and Engineering Trends-(Volume 05 Issue 01 Jan-Feb-2019 Page 175-178)
- S. Nivedhan, R. Eranyan,S.Sutheesh ,'Multipurpose Detection And Protection System for Human Using WIFI' International Journal of Advanced Research (Vol 7, Issue 04, April 2019)
- NivedhanSenthilkumar,T.R.Jayapriya,R.Eranyan,'Internet of Things Based Real Time Transformer Performance Monitoring System'International journal for research in Applied Science and Engineering Technology (Volume 7, Issue II, February 2019)

ACHIEVEMENTS

- Won the 2nd place in the "Innovative Article Competition" conducted by the Institution of Engineers(India).
- Secured 2nd prize in the IEEE PROJECT EXPO for my project on automation among 5000 participants from South India.
- Won the "Best Presenter award" in the International Conference for Phoenixes on Emerging Current Trends in Engineering and Management for the paper titled "Multipurpose Detection System Using WIFI".
- Adjudged 2nd prize, "Innovative Paper Award " in the IEEE paper contest named "13 reasons why".

PROJECTS

Analytics - ePortfolio

January 2021 to July 2021

- **URL:** <https://cutt.ly/FIOqLdo>
- Contains the detailed description of all the projects I have done in Analytics.

SQL

 **Github Repository**
Feb 2021

Database Design of Ditties

- Created an OLTP Database design using normalization measures of 1NF,2NF.
- Modelled the data into dimensions and measures for OLAP and then denormalized the features.
- Created a datawarehouse using top down approach for a movie recommendation system of an OTT platform.

Predictive Analytics

 **Github Repository**
May 2021

Consumer Review Analysis

- Predicted if there will be any monetary loss from the company side and to emphasize on corresponding areas to save cost associated with the complaint.
- Helped companies identify issues that can incur monetary loss and predicted if there will be timely responses for the issue, so that respected team can emphasize more on such complaints to resolve it on time.

Wine Quality Analysis

May 2021

- Developed a Kmeans Clustering model to find the optimal number of clusters using elbow plot.
- Converted the unsupervised learning problem into a supervised regression problem and implemented PCA to find wine quality,

COURSES

- "Natural Language Processing with Python" from Udemy
- "Master in Power BI Desktop and Service" from Learnsector(LLP)
- "AWS for Beginners" from Great Learning Academy
- "Big Data on Amazon web services(AWS)" from Learnsector(LLP).
- "Introduction to Big Data" from University of California - San Diego.