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[Portfolio](#)

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SUMMARY

- Aspiring Business/Data Analyst with a background in data validation, research, and process optimization. Skilled in leveraging tools like Excel, SQL, and Power BI to drive insights, support decision-making, and improve operational workflows. Eager to contribute in roles involving analytics, compliance, and business intelligence.
- Digital Content Associate with 2+ years at Amazon Kindle, specializing in content validation, copyright compliance, and publishing workflows. Proficient in tools like Excel, SQL, and CSR systems to verify authenticity and detect plagiarism via online platforms. Improved content pipeline efficiency, boosting publication visibility and author reach. Strong in stakeholder communication, audit documentation, and data-backed quality control.

EXPERIENCE

Digital Content Associate (Kindle) | Amazon | 2022–2024

- Key Contributions:**
- Conducted end-to-end validation of author-submitted book content for compliance with copyright standards and publishing policies.
- Used SQL, Excel, and internal CSR systems to track and review content data for integrity and originality.
- Ensured only validated content moved forward in the publishing pipeline, aligning with Amazon's global content guidelines.
- Collaborated with internal stakeholders and global teams on content-related escalations, ensuring timely resolutions.
- Participated in periodic audits and maintained detailed documentation to support compliance checks and internal quality assurance.
- Contributed insights during team meetings to improve operational efficiency and strengthen review workflows.

Skills

- SQL
- Excel (Advanced)
- Power BI
- Tableau
- Stakeholder collaboration
- Content Review
- Quality assurance
- Microsoft Office Suite
- Amazon CSR Internal Tools
- Digital Marketing

EDUCATION

- Bachelor of Commerce | General
- Vels Institute of Science, Technology & Advanced Studies
- Chennai | Mar 2022

CERTIFICATION

- Business Analytics & Digital Marketing – through GUVI & IITM Pravartak Technologies Foundations**
- Business Finance - Guvi - ISO/Google for Education Partner
- My SQL - Guvi - ISO/Google for Education Partner
- Microsoft Power BI - Guvi Guvi - ISO/Google for Education Partner

PROJECTS

- Retail Industry
Project (link) for retail online sales
- Amazon Fresh Analytics - SQL
- Healthcare Analytics with - SQL
- New Nykaa Analysis
- Analyzing and Visualizing Regional Sales Performance - Excel
- Customer Demographics and Purchase Behavior Analysis - EXCEL

LANGUAGES

- English
- Hindi
- Tamil

Hobbies and Interests

- Kickboxing
- Fitness
- Books
- Data Analytics
- Communication