

PACKIYARAJ S

MBA (HR & Business Analyst) | BBA

Mobile

9361164564

Email

Packiyarajs350@gmail.com

LinkedIn

linkedin.com/in/packiyaraj-s-15b25833a

Portfolio

<https://packiyarajs.github.io/Portfolio/>

ANALYTICS & TECHNICAL SKILLS

- Advanced Excel (Pivot Tables, VLOOKUP, XLOOKUP)
- Power BI (DAX, Data Modeling, Dashboarding)
- Tableau
- Data Cleaning & Data Visualization
- Statistical Analysis

PROGRAMMING KNOWLEDGE

- HTML
- CSS
- JavaScript
- Angular
- Oracle SQL
- Core Java
- JSP
- Object Oriented Programming

SOFT SKILLS

- Time Management
- Communication
- Adaptability
- Leadership
- Team Collaboration

CERTIFICATION

- Business Analyst Certification Program (Feb 2026)
- ICBM Student Exchange Program (Nov 2025)
- Industry Connect Program, Pochampally, Hyderabad (Nov 2025)
- Java Full Stack Course Completion (July 2025)

PROFILE SUMMARY

MBA student specializing in HR and Business Analytics, with a BBA background and foundational knowledge in programming skills. A quick learner with good analytical ability and interest in HR functions. Seeking a challenging opportunity to gain practical experience and apply HR concepts in real-time environments.

EDUCATION

MBA (MASTER OF BUSINESS ADMINISTRATION)

(HR & Business Analyst)

KV Institute of Management and Information Studies, Coimbatore. August 2024 – Present

BBA (BACHELOR OF BUSINESS ADMINISTRATION)

St John's College, Tirunelveli June 2021 – May 2024
CPGA – 7.1

HIGHER SECONDARY SCHOOL

Sankar Higher Secondary School, Sankar Nagar, Tirunelveli. Percentage – 84% June 2020 - May 2021

AREA OF INTEREST

- Talent Acquisition & Recruitment
- Performance Management Systems
- Employee Engagement & Development
- Workforce Planning
- HR Analytics & People Analytics
- Data Analysis & Business Intelligence
- Dashboarding & Data Visualization
- Market & Sales Analysis
- Data-Driven Decision Making
- Predictive Analytics & Forecasting

EXPERIENCE

CORPORATE SOCIAL RESPONSIBILITY (CSR) – Trainer

(DEC 25 – Present)

- Delivered career readiness training programs for 100+ college students.
- Conducted sessions on resume building, interview preparation, and group discussions.
- Improved candidate interview confidence and employability skills.

RECRUITMENT & SCREENING VOLUNTEER

Campus Screening – Devaakottai (Feb 2026):

- Interviewed college students for real openings in **Marketing Executive, HR Assistant, and Finance Accountant**.

Actual Campus Screening – Theni (Dec 2025):

- Interviewed college students for real openings in **Marketing and Office-Based Work**.

HR Club Activity - Mock Interview (Nov 2025):

- Conducted mock interviews for our seniors in roles of **Finance and Logistics** functions.

PROJECTS

Website Data Analysis - Xiaomi India (Feb 2026)

- Analysed website performance metrics including session duration, page views, and conversion rate.
- Conducted correlation analysis and regression modelling for forecasting.
- Built interactive dashboards using Power BI for decision-making insights.

Sales Performance Analysis - Smart Bazar using Tableau (Feb 2026)

- Developed BI dashboard analysing regional sales and profitability.
- Compared product-wise performance to identify high-margin categories.
- Created visual analytics for sales vs profit evaluation.

Bookings Analysis & Reporting - OYO using Power BI (Feb 2026)

- Analysed location-wise booking trends across India.
- Designed KPI dashboard for occupancy and performance tracking.
- Applied data modelling techniques for structured reporting.

Performance Prediction Model – Amazon Dataset (Feb 2026)

- Performed descriptive statistics and correlation analysis.
- Identified key performance impact factors using regression techniques.
- Developed predictive model and interactive dashboard for performance forecasting.

Ticket Booking System (Academic Project):

- Designed Java-based booking management system.
- Implemented backend logic using Core Java and OOP principles.
- GitHub Link: (<https://github.com/PACKIYARAJS/Java-Academic-project.git>)

Fitness Guidance Application (Personal Project):

- Developed responsive web application using Angular framework.
- GitHub Link: (<https://github.com/PACKIYARAJS/Angular-Fitness-Project.git>)