

# PACKIYARAJ S

MBA (HR & Business Analyst) | BBA

## Mobile

9361164564

## Email

[Packiyarajs350@gmail.com](mailto:Packiyarajs350@gmail.com)

## LinkedIn

[linkedin.com/in/packiyaraj-s-15b25833a](https://www.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/PACKIYARAJ/Java-Academic-project.git>)

### **Fitness Guidance Application (Personal Project):**

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