Prakash Raj Senthil Kumar

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PROFESSIONAL SUMMARY

Passionate Data Analyst with two years of experience in Excel, Power BI, Python, MySQL. Skilled in data wrangling, dashboard creation, and data mining with a background in data extraction, analysis, and visualization. Adept at collaborating with cross-functional teams to achieve organizational goals and drive performance improvements.

SKILLS

Programming Languages: Python, SQL
Data Visualization Tools: Power BI, Tableau, Excel, Matplotlib, Seaborn
Data Analysis: Advanced Excel (Pivot Tables, VLOOKUP, Data cleaning, and Conditional formatting), ETL, Data Wrangling
Tools/Frameworks: NumPy, Pandas
Databases: MySQL

WORK EXPERIENCE

Data Analyst | Aug 2023 – Present
Vee Technologies, Salem, Tamil Nadu
• Utilized data mining techniques and web scraping to analyze large datasets and extract meaningful insights.
• Implemented data preprocessing and cleaning techniques to ensure data quality and accuracy.
• Created interactive dashboards and visualizations using **Excel, Power BI** and **Tableau**.
• Performed manual testing on internal company tools to identify bugs, ensure functionality, and support product improvements.

Data Mining Intern | Jan 2023 – July 2023
Vee Technologies, Salem, Tamil Nadu
• Extracting data from different sources like **LinkedIn, ZoomInfo** and other directories.
• Mined prospect data across multiple internal and external sources.

JPAM | Aug 2022 – Nov 2022
Jio, Salem, Tamil Nadu
• Sold products and resolved customer issues. Maintain the product sales report and cash details in SAP & CRM.

PROJECTS

Platform Sales Dashboard (Power BI)
• Developed an interactive sales dashboard analyzing sales and marketing performance across multiple platforms such as Google Ads, LinkedIn, Facebook, Twitter, and Instagram for the year 2024.

Student Course Dashboard (Power BI)
• Developed a professional student course details dashboard using **Power BI** to deliver actionable insights into course enrollments, student performance, and completion trends. The dashboard features dynamic visualizations and interactive filters, enabling users to analyze data by course, department, or student demographics.

CERTIFICATIONS

• Data Analytics Masterclass - NoviTech R&D Pvt Ltd
• Python Certification - Btree System
• Business Analytics with Excel - Simplilearn

EDUCATION

Government Art and Science College, Salem, Tamil Nadu
Bachelor of Computer Science | CGPA: 7.6 | 2018 – 2021