



PRIYADARSHINI G

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OBJECTIVE

Enthusiastic professional with expertise in business analytics, marketing, and computer science. Seeking opportunities to apply data analysis, visualization, and machine learning skills in a dynamic work environment that encourages innovation and continuous learning. Eager to contribute to the company's vision and goals while expanding my own capabilities.

EDUCATION

Master Business Analytics and Digital Marketing Combined Program

Feb 2023 – Present

GUVI, an IITM Incubated Company

Post-Graduation: MBA in Marketing | 2021 – Present

Pondicherry University and Loyola College Society Twinning Programme, Chennai.

UPSC Exam | 2019 – 2021

Undergone preparation for UPSC Exam, Shankar IAS Academy, Chennai

Under-Graduation: BE in Computer Science | 2015 – 2019

Panimalar Engineering College, Affiliated to Anna University, Chennai

Percentage: **79.2%**

Higher Secondary (XII) | 2015

Bhaktavatsalam Vidyashram, Chennai

Board: TN Stateboard

Percentage: **76.91%**

Secondary (X) | 2013

Bhaktavatsalam Vidyashram, Chennai

Board: CBSE

Percentage: **80%**

WORK EXPERIENCE

Amazon Seller Account Manager | Bargainskart Krabbit

August 2021 – August 2023

- Led market research, sales management, customer relations, and data analysis
- Optimized seller account for visibility and growth
- Managed end-to-end sales processes
- Executed effective social media ads
- Utilized data analysis for informed decisions

PROJECTS

- **Walmart Superstore Sales Analysis** - Conducted comprehensive Walmart Superstore Sales Analysis by leveraging advanced data visualization techniques with **Power BI**. Transformed raw sales data into insightful visual representations, facilitating data-driven decision-making and strategic planning. ([Project link](#))
- **Cyclist Bike-Share analysis** - Executed an in-depth analysis of Cyclist bike-share data, leveraging **Tableau** for robust data visualization. Demonstrated proficiency in data analysis and visualization techniques, showcasing insights and recommendations that contributed to informed business decisions. ([Project link](#))

- **Spotify Trend Analysis** - Conducted an in-depth Spotify trends analysis utilizing **Tableau**, integrating data collection and visualization techniques. Leveraged findings to provide strategic recommendations for competitive positioning in the music industry, focusing on key performance indicators (KPIs) to optimize advertising strategies. ([Project link](#))
- **Loan Status Prediction** - Developed and implemented a **Logistic Regression** based **Machine Learning Model** for loan status prediction based on property and applicant characteristics. Conducted correlation analysis, data visualization, and pattern recognition to enhance predictive insights. ([Project link](#))
- **Retail Sales Forecasting** - Utilized **RandomForestRegressor** based **Machine Learning Model** to forecast weekly sales for 45 retail stores, incorporating historical sales, store details, promotions, and economic factors. Achieved an R-squared of 0.97 and performed data visualization to reveal store type trends, sales distribution, and temperature impact. ([Project link](#))

OTHER PROJECTS

- Automation of Bulk PDF Report Data Extraction and Conversion to Excel Using Python
- Web Scraping and Data Download Automation Program
- Grid-Connected Smart Solar Street Lights Using IoT (Internet of Things)
- Rear Seat Monitoring System Using IoT (Internet of Things)



SKILLS

- Tableau, Power BI
- Excel, SQL
- Machine Learning
- Python, C++
- HTML, CSS



CERTIFICATION

- **Power BI**, GUVI, IITM Incubated Company, Online
- **Python**, GUVI, IITM Incubated Company, Online
- Fundamentals of **Python for Software Development**, Progate, Online
- Fundamentals of **Git**, Progate, Online
- NPTEL Online Certification Course in "Introduction to **Internet of Things**"



INTERNSHIP & WORKSHOPS

- INTERNSHIP at **iLink Multitech Solutions Pvt. Ltd.**, Chennai from 1st Feb to 31st May 2019
- INTERNSHIP in **Artificial Intelligence** at PanTech ProEd Pvt Ltd, Chennai
- WORKSHOP on **Internet of Things** at Infoziant Technologies
- WORKSHOP on **Internet of Things (IoT)** by Top Engineers at Institute of Applied Electronics and Information Systems, Chennai
- PAPER PRESENTATION on **IOT Based Smart Agriculture Monitoring System** at Rajalakshmi Engineering College



ADDITIONAL INFORMATION

Languages: English, Hindi | Fluent
Tamil, Kannada, Marathi | Conversational