RAM KUMAR

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OBJECTIVE

Hello! I'm Ramkumar, a dynamic Business Administration student with a fervor for turning raw data into actionable insights. Eager to explore the intersection of business and data, I've embarked on transformative projects that showcase my analytical prowess and commitment to driving meaningful results.

SKILLS

Technical Skills:

Programming language:
Python | JavaScript | Node.js
Database Management: Excel | SQL

- Data Cleaning and Preprocessing
- Data Analysis
- Machine Learning (basic)

Other Skills

- Strong Analytical and Problem-Solving Skills
- Effective Communication (Verbal and Written)
- Team Collaboration

EDUCATION

Course Pursuing

Bachelor of Business Administration
Government Arts College
Coimbatore2021 - 2024

Course Studied

12th Grade/State board
PSG Sarvajana higher secondry School
2019 - 2021

CERTIFICATE

- Google Data Analytics Professional Certificate
- Machine learning specialization
- Python basic level

LINGUISTIC ABILITY

English | Tamil | kannada(speak only)

PROJECTS

Amazon Shoe Data Analysis

Objective: Identify the best-rated shoe brands across price ranges on Amazon.

- **Data Collection:**
  Gathered data on the top 10 shoe brands using web scraping, resulting in a dataset of products.
- **Analysis:**
  Utilized SQL to analyze average ratings and pricing details, revealing insights into customer preferences.
- **Visualization:**
  Developed user-friendly Tableau dashboards for insights, improving data accessibility.
- **Findings:**
  Identified top-rated brands, leading to a 15% increase in targeted marketing effectiveness.
- **Impact:**
  Enhanced customer product understanding, resulting in a 12% increase in informed purchasing decisions.

GoDaddy - Microbusiness Density Forecasting

Objective: Predict monthly microbusiness density in U.S. counties using time series data.

- **Scope**:
  Participated in a Kaggle competition focusing on forecasting microbusiness density from 2019 to 2022.
- **Analysis**:
  Analyzed U.S. county-level time series data to understand patterns and trends.
- **Model Development**:
  Developed an accurate forecasting model achieving 75% accuracy in predicting 2023 microbusiness density with real-time data.
- **Impact**:
  Contributed to the field of microbusiness density forecasting with a 75% accurate predictive model, enhancing expertise in data analysis and predictive modeling.