# STELLA T
## ASPIRING DATA ANALYST

## CONTACT

- +91-9159084470
- stellathanis5@gmail.com
- madakulam, madurai

## SKILLS

- Project Management
- Teamwork
- Analytical thinking
- Detail oriented
- Effective Communication
- Problem solving

## LANGUAGES

- English (Intermediate)
- Tamil (Fluent)

## LINKS

- www.linkedin.com/in/

## PROFILE

Curious and growth-driven MSc Data Science student with a strong interest in building a long-term career in Data Analytics. Comfortable working with Python, R, Power BI, and Excel, and enjoy exploring data, finding patterns, and turning insights into clear stories. Keen to learn continuously, take on real-world challenges, and grow into a skilled data professional through hands-on experience and mentorship.

## EDUCATION

**Msc Data Science**                                     2024 - PRESENT

The American College, Madurai

**Bsc Data Science**                                        2021 - 2024

The American College, Madurai

## PROJECTS

### Credit Scoring and Segmentation using Python

Developed a credit scoring model and customer segmentation analysis for a financial services company to evaluate loan eligibility and optimize marketing strategies. The goal was to create a model that could predict the creditworthiness of customers based on historical financial data and segment them into distinct groups for targeted marketing.

### App User Segmentation

Developed a user segmentation model for a mobile application to better understand user behaviors and preferences, enabling personalized marketing strategies and improving user engagement. The project focused on clustering app users based on their interaction patterns, in-app activity, and demographic data.

### RFM Analysis & Customer Segmentation

BDeveloped an end-to-end RFM-based customer segmentation and churn prediction system using Logistic Regression and XGBoost. Processed transactional data to generate RFM scores, identified high-value customer groups, and deployed an interactive Streamlit dashboard for real-time insights, enabling more targeted marketing and improved customer retention.

## INTRERNSHIP & WORKSHOP

- **Data Analyst Intern (Kyanite Technologies)**
- **Data Analytics (NoviTech R & D Private Limited)**
- **Basics of Microsoft Power BI (UniAthena)**
- **Data Science using Python (BRAINOVISION SOLUTIONS INDIA PVT. LTD)**