Shanu Venkatesan

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Internship Availability: *from **May 18th, 2026***

EDUCATION

New York University - Tandon School of Engineering — New York
*Master of Science (MS), **Management of Technology*** — *Sept 2025 – Dec 2026*
Courses: Financial Analysis for Tech Managers, Data Visualization for Business Intelligence, Global Innovation

Anna University - Mepco Schlenk Engineering College — India
*Bachelor of Engineering (BE), **Computer Science and Engineering*** — *Jun 2019 – May 2023*

EXPERIENCE

Madhi Agency - An agricultural trading company — India
Market Analyst — *Jun 2023 – Aug 2025*
- Conducted **data-driven market and financial analysis** of agricultural products using SQL, Excel, and Tableau, optimizing trade strategies and forecasting demand patterns that increased profit margins by **20%**, while building **interactive pricing and valuation dashboards** to enable faster executive decision-making.
- Designed and implemented **data transformation processes and analytical models** for sales evaluation, pricing, and demand forecasting, improving **market valuation accuracy**, supporting multi-district expansion, and driving a **45% boost in revenue from stock sales**.

PROJECTS & PUBLICATIONS

Intrusion Detection System
Using Machine Learning, Excel
- Designed and published an ML-based Intrusion Detection System, applying feature selection algorithms and predictive modeling to achieve a **15%** improvement in detection accuracy.
- Applied **data preprocessing**, model evaluation (KNN, XGBoost, Random Forest), and reporting to effectively communicate results and enhance cybersecurity effectiveness.

College Management System
Using MySQL, C++
- Developed a **database-driven system using data modeling** to optimize resource allocation and reporting, automate roll number generation, and improve data accuracy for decision-making.

CERTIFICATIONS

Google Data Analytics
Coursera
- Developed **strong analytical skills** and Gained proficiency in data wrangling, statistical analysis, and visualization using tools such as **SQL, Excel, R programming, and Tableau** and performing complex calculations.

Data Analytics Using Python
NPTEL
- Applied **Python (Pandas, NumPy, Matplotlib)** to perform data cleaning, analysis, and visualization, gaining practical experience in handling large datasets.

TECHNICAL SKILLS

Data analytics: SQL, Tableau, PowerBI, Python(Pandas, NumPy, Scikit), R, Microsoft Excel, Power Point, G Suite
Others: A/B testing, C++, C, HTML, CSS, REST APIs, VS Code, Web sockets, Git, Linux, JIRA

ACTIVITIES & LEADERSHIIP

- **NYU Product Management Club(PMC):** As an active member, participated in **Product case studies**, **Workshops**, and Sessions led by **industry PMs** on real world practices.
- **Microsoft Campus Club:** As an **Executive Member**, Managed meetups among club members, conducted weekly knowledge sessions, created promotional posters, **mentored junior members**, and organized events.