

SIVABALAJI A

■ Jayankondam, Tamilnadu | 📞 9600395073 | ✉️ siva06balaji@gmail.com

🌐 Portfolio: <https://sivabalaji-data-scientist.vercel.app>

SUMMARY

Detail-oriented and high-energy individual with strong Professional skills in SQL, Python, statistical analysis, and applying machine learning concepts to real-world problems. Experience working under lead data scientist and other team members to create and implement scalable cloud-based data analytic solutions in fast-paced environments with changing priorities.

EDUCATION

Bachelor of Technology – Artificial Intelligence and Data Science

Sri Shanmugha College of Engineering and Technology, Salem, Tamil Nadu

Graduation Year: 2025 | CGPA: 7.5 / 10

TECHNICAL SKILLS

Data querying, cleaning & analysis	— SQL
Data extraction, cleaning, analysis	— Python
Statistical Analysis	— Working With Quantitative Data
Machine Learning Concepts	— Basic ML Understanding
Applied Modeling	— Applying Statistical Models To Real-World Data
Presenting data insights clearly	— Data Visualisation

SOFT SKILLS

Quick Learner, Active Listening, Adaptability, Time Management, Proactive Mindset

PROJECTS

Sales & Revenue Analytics System

Objective : To analyze sales data using SQL and Python to identify revenue trends, top-performing products, and customer patterns that support business decision-making.

Project Description : This project involves cleaning raw sales data using SQL, performing exploratory data analysis (EDA) in Python, and building visualizations to present sales insights. It includes creating summary tables, trend charts, and a simple dashboard/report that highlights key business metrics.

Outcomes : This project identified key revenue trends, top-performing products, and high-value customers using SQL and Python. The visual dashboards simplified complex patterns and enabled clear, data-driven business recommendations.

Customer Behavior Segmentation (ML Project)

Objective : To group customers into meaningful segments using machine learning and understand behavioral patterns for targeted marketing.

Project Description : The project uses Python to clean customer data, applies K-Means clustering (unsupervised ML), and visualizes the identified segments. It highlights purchasing behavior, activity frequency, and customer lifetime value differences.

Outcomes : The ML model successfully grouped customers into meaningful segments, revealing patterns in spending, engagement, and churn risk. These insights can support personalized marketing and improved customer retention.

Global Trends Insights Report (Statistical + Modeling)

Objective : To analyze global datasets using statistical and regression modeling to uncover economic, environmental, or demographic trends.

Project Description : Using Python, the project cleans and preprocesses large datasets (e.g., population, CO₂, GDP). Statistical techniques like correlation analysis and regression modeling are applied to identify relationships between key variables. Insights are summarized in charts and a PDF report.

Outcomes : Statistical and regression analysis revealed important global relationships and trends across economic and environmental data. Visual charts and a structured report communicated insights clearly and effectively.

LANGUAGES

English | Tamil

INTERESTS

Statistical Research & Quantitative Analysis