SURENDHAR B

Salem, Tamil nadu | surendharbaskar85@gmail.com | 93454 86709 | LinkedIN | Github

PROFESSIONAL PROFILE

Data science enthusiast currently pursuing a MBA Specialization in Business Analytics. Skilled in uncovering data-driven insights to inform decision-making and optimize performance. Passionate about transforming raw data into actionable insights, enhancing organizational understanding and customer engagement.

SKILLS

Technical skills: MS Excel, Python (Pandas, Seaborn, Matplotlib, NumPy), MySQL, Power BI, RapidMiner AI Studio.

Data skills: Data cleaning, Data visualization, Statistical analysis, Predictive analytics, Data modeling, Web scraping

Soft skills: Communication, Teamwork, Analytical thinking, Problem solving

EDUCATION

MBA - Business analytics   Aug 2023 – April 2025
RVS School of Management Studies - PG, Coimbatore

BBA   Aug 2020 – May 2023
Vysya College, Salem

INTERNSHIP

Data Analyst   May 2024 – July 2024
English partner LLP, Coimbatore.

- Designed a dynamic Power BI dashboard, improving data visibility and aiding decision-making for marketing and counseling teams.
- Identified patterns in student (consumer) conversion rates across websites and social media platforms, boosting engagement strategies.
- Analyzed counselor performance, helping management maximize profit margins by identifying high-impact practices.

PROJECT

Restaurant-Analytics   Project Link
This study aims to provide insights into customer preferences and factors influencing Restaurant performance based on Cuisines, Delivery and Ratings

Tools Used: *Python (pandas, numpy, seaborn, matplotlib, geopy, scipy, scikit-learn).*

Industrial Revenue Analysis   Project Link
Scraped and analyzed data from Wikipedia on the 'Top 50 Largest Companies in India' to identify revenue trends and market positioning, presenting insights on sector revenue distribution.

Tools Used: *Python (BeautifulSoup, Requests, Pandas, Matplotlib).*

CERTIFICATES

Data analysis with python - *Coursera (IBM)*   *Certificate Link*

Excel Skills for Business: Essentials - *Coursera (Macquarie university)*   *Certificate Link*

Excel Skills for Business: Intermediate I -*Coursera (Macquarie university)*   *Certificate Link*

Machine Learning Introduction for Everyone -*Coursera (IBM)*   *Certificate Link*