THANUJA K
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ABOUT ME

Experienced in data analysis, manipulation, and presentation using tools like Tableau, and PowerBI. Skilled in business data storytelling through visualizations, with strong critical thinking and problem-solving abilities to uncover root causes and deliver clear insights to stakeholders. Proficient in SQL scripting..

EDUCATION

MBA in Food Business (Analytics and Marketing) — Bangalore, Karnataka
Karnataka Veterinary, Animal and Fisheries Sciences University — *Jan. 2022 – Nov 2023*

EXPERIENCE

Data Analyst - Operations — November 2023 – Present
DesignCafe — *Bangalore, Karnataka*

- Using Smartsheets developed project tracking metrics and dashboards for valuable insights.
- Built EC architecture for enhanced customer project management.Designed user-friendly architecture and workflows for efficient data handling
- Created VOC architecture with automated workflows for streamlined processes.

Business Development Promoter — June 2023 – September 2023
Sids Farm Private Limited — *Bangalore, Karnataka*

- Conducted comprehensive market research by engaging with diverse communities, organizing events, and actively promoting Sid's farm products, resulting in increased brand visibility and customer engagement.
- Utilized advanced Excel skills to analyze extensive datasets, extracting valuable insights that informed strategic decision-making processes and optimized marketing strategies for Sid's farm products.

PROJECTS

Coffee Market Insights Automation | *Google Sheets, Looker Studio, Smartsheet*

- Scraped real-time coffee data from websites and automated its flow from Google Sheets to Smartsheet using Data Shuttle.
- Implemented GitHub Actions and created dynamic dashboards in Power BI Looker Studio for analysis.
- Developed a weekly automated report with conditional formatting to track monthly tag popularity and key revenue-driving product insights.

Airbnb Analysis | *Python, Jupyter Notebook, Looker Studio*

- Conducted comprehensive data analysis and visualization on Airbnb listings data using Python libraries (Pandas, Matplotlib, Seaborn) to identify key market trends, pricing strategies, and customer preferences.
- Used the data loaded from Google Sheets and Utilized Google Looker Studio for interactive, visually engaging dashboards.

TECHNICAL SKILLS AND ACHIEVEMENTS

Languages: Python, SQL
Databases: MYSQL Workbench, Excel, Google Sheets, Smartsheets
Visualization Tools: Tableau, PowerBI, Google Data Studio
Developer Tools: PyCharm

CERTIFICATION AND ACHIEVEMENTS

Achievements

- Star Performer in JAS Qarter of DesignCafe for creating quality metric sheets and dashboards for the stakeholders.

Certifications

- Excel Skills for Business: Essential,SQL (Basic) Hackerrank Skill Test,Master in Powerbi Desktop and Service - Udemy