

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)

Karnataka Veterinary, Animal and Fisheries Sciences University

Bangalore, Karnataka

Jan. 2022 – Nov 2023

EXPERIENCE

Data Analyst - Operations

DesignCafe

November 2023 – Present

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

Sids Farm Private Limited

June 2023 – September 2023

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

Titanic Analysis | Python, Jupyter Notebook, Tableau

- Conducted in-depth analysis of Titanic passenger data, exploring correlations between survival rates and socio-demographic factors such as passenger class, gender, and age.
- Utilized Python programming skills to preprocess and analyze the dataset, uncovering insights into survival probabilities based on variables such as family size (sibsp and parch), fare paid, and embarkation point.
- Employed Excel for visualizing and presenting findings, revealing trends such as the higher survival rates among females, passengers from higher classes, and those traveling alone.

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

Libraries: Pandas, Numpy, Matplotlib

CERTIFICATION AND ACHIEVEMENTS

Certifications

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