THANUJA K

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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*

- Built Experience Center (EC) architecture to enhance customer project management, leveraging Control Center for project sheet automation and user-friendly workflows.
- Designed Voice of Customer (VOC) architecture with Data Shuttle, Data Mesh, Automation, and Dynamic Views, enabling seamless opportunity tracking, client feedback analysis, and management reporting.
- Automated team member assignments based on project workload using Data Shuttle and Mesh, optimizing resource allocation. Streamlined the refund process by integrating autofill forms and automated row movement, reducing manual effort and processing time.
- Identified and addressed process gaps like vendor referrals, implementing Dynamic Views to collect data from Project Managers efficiently.Created a client site handover tracking system using Smartsheet forms, reducing post-handover complaints by ensuring vendor updates.

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

- Conducted market research and community engagement to enhance brand visibility and customer engagement for Sid's Farm.
- Leveraged advanced Excel analytics to extract insights, driving data-informed marketing strategies.

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.

Amazon Sales Dashboard | *Google Sheets, PowerBI, DAX*

- Analyzed sales data across top cities and states, identifying Bengaluru ($7.3M$) $and Maharashtra$ ($13.3M$) as highest revenue contributors.
- Monitored YoY revenue growth, highlighting 2022 as the peak year with \$16.33M.Evaluated fulfillment efficiency, revealing 69.55% orders by Amazon vs. 30.45% by merchants.
- Assessed shipping performance, reporting 56.22% successful deliveries and 35.82% cancellations to optimize logistics.

TECHNICAL SKILLS AND ACHIEVEMENTS

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

CERTIFICATION AND ACHIEVEMENTS

- Star Performer in JAS-24 and JFM-25 Quarter of DesignCafe for creating autoallocation of CT/CS as well as developing quality smartsheet related architectures for the stakeholders.
- Smartsheet Core Product Certified
- Excel Skills for Business: Essential,SQL (Basic) Hackerrank Skill Test,Master in Powerbi Desktop and Service - Udemy