

Thilakkumar V

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EDUCATION

National Institute of Technology, Tiruchirappalli 2020 – 2024
Bachelor of Technology in Civil Engineering, Minors in Computer Science 8.21 CGPA
Relevant Coursework: Data Structures, DBMS, Artificial Intelligence, Operating Systems, Software Engineering

Shree Niketan Matric. Hr Secondary School, Chennai 2020
Class XII, Central Board of Secondary Education 91.17%

EXPERIENCE

Business Analyst Intern | BlockTrack May 2023 – Jul 2023
An IIT Madras incubated Health-tech startup specializing in Blockchain and SaaS products Chennai, TN

- Conducted competitive analysis of **50+ rivals**, identifying trends and fostering collaboration.
- Applied **PEST analysis** to refine market positioning, boosting **profit margins by 5%** and **market share by 15%**.
- Designed advanced insurance modules, enhancing functionality and targeting a **75% increase in customer base**.
- Analyzed **2000+ stakeholder surveys**, deriving insights that informed **6 strategic action plans**.

PROJECTS

Predictive Drought Risk Model | *Python, ArcGIS, MLR, SVM, Looker Studio* Jan 2024 – May 2024

- Integrated historical data & EC-Earth3 projections under CMIP6 framework, covering 6500+ rain gauge stations.
- Enhanced predictive **accuracy by 20%** with advanced bias correction techniques (MLR, SVM)
- Automated 7.5 lakh SPI iterations to quantify drought characteristics in the Cauvery River Basin.
- Designed interactive dashboards and spatial visualizations using **Google Earth Engine** for actionable insights.

YouTube Revenue Forecast System | *Machine Learning, Pandas, Scikit-learn, SQL, Folium* Oct 2023 – Dec 2023

- Executed Data Cleaning:** Addressed outliers, null values, and empty records to ensure robust dataset quality.
- Conducted Exploratory Data Analysis (EDA):** Created choropleth maps and informative bar charts to reveal subscriber concentrations, regional trends, and niche opportunities within channel categories.
- Engineered Features:** Developed “Engagement Rate” feature and applied data scaling for model consistency.
- Developed Predictive Models:** Applied hyperparameter tuning for model optimization, Achieved 93% accuracy with Linear Regression, 100% with Decision Tree, and 95% with Random Forest for forecasting channel earnings.

TECHNICAL SKILLS

Languages: Python, SQL (MySQL), C/C++, JavaScript
Libraries: Pandas, NumPy, Matplotlib, Seaborn, Scikit-Learn, TensorFlow
Web Stack: HTML/CSS, ReactJS, Node.js, Express.js, Tailwind, Bootstrap
Tools: PowerBI, Advanced Excel, Tableau, Looker Studio, Jupyter Notebook, MATLAB, VS Code, Google Cloud Platform
Certifications: Data Analysis and Visualization using Python, Excel and Cognos, Databases & SQL for Data Science

LEADERSHIP / ACTIVITIES

Chairperson, Nittfest'23 | *The Annual Cultural Festival of NIT Trichy* Mar 2022 – May 2024

- Led and coordinated a **3-tier team of 250+ members**, executing 80+ events for 12000+ students.
- Managed a **75 lakh INR** budget with strategic marketing, promotions, and risk management.
- Organized events featuring high-profile guests like **Dr. Kamal Haasan**, partnering with **7+ production houses**.
- Increased corporate **sponsorship by 70%** through innovative branding and outreach for **50+ companies**.

Consultant | *180 Degrees Consulting, NIT Trichy* Aug 2022 – May 2024

- Handled 4 consulting projects (3 start-ups, 1 NGO), with an **NPS of 100%** across clients.
- Within the **FinTech Innovation Project - BharatX**, conducted primary research on 10+ professional education loan systems, analyzed 5-year Indian Ed-Tech market growth with 7 parameters, and **devised 3 innovative strategies**.

ACHIEVEMENTS

- Secured 1st Position**, Smart India Hackathon, MHRD, Government of India May 2021
- Github Arctic Code Vault Contributor**, Contributed code to several repositories May 2023