

Srikrishnan S

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SUMMARY

A **Business Intelligence** and **Data Analytics** practitioner with hands-on experience in **data transformation**, **visualization**, and **statistical analysis**, delivering actionable insights from large datasets to drive business decisions.

SKILLS

PROGRAMMING

SQL, DAX, Python, PySpark

TOOLS

Tableau, PowerBI, Microsoft Excel, VS Code, Jupyter Notebook, MSBI-SSIS

GOOGLE CLOUD PLATFORM

Big Query, Looker Studio

DATABASES

SQL-Server (T-SQL), MySQL

DATA SCIENCE TECHNIQUES

Data Pre-processing,
Exploratory Data Analysis,
Statistics,
Hypothesis Testing,
Feature Engineering,
Anomaly Detection,
Sampling Techniques,
Machine Learning Models

PORTFOLIO WORKS

- **Airbnb New York City Analytics** (SQL-Server, Tableau Dashboard)
- **Seattle House Price Analytics** (Looker Studio Dashboard)

ACHIEVEMENTS

CREDLY BADGES

- Databases and SQL for Data Science with Python (IBM)
- Data Analysis with Python (IBM)
- Machine Learning with Python (IBM)

COURSERA CERTIFICATIONS

- Google Cloud Big Data and Machine Learning Fundamentals (Google)
- Exploratory Data Analysis for Machine Learning (IBM)
- Supervised Machine Learning: Regression (IBM)

EDUCATION

SCSCMV UNIVERSITY

BE ELECTRICAL ENGINEERING

May 2022 | Kanchipuram, India

CGPA - 8.84

EXPERIENCES

PWC - JOB SIMULATION AT FORAGE

POWER BI VIRTUAL CASE EXPERIENCE

Chennai (Remote), India | September 2023 - October 2023

- Transformed **4.1K+** customer feedback data using **SQL** and **Power Query**, showcasing expertise in **data transformation**.
- Constructed **5+ dashboards** in **Power BI**, applying **DAX measures** to calculate telecom service performance metrics.
- Investigated telecom churn using **SQL**, developing **110+ queries** with **GROUP BY** and **CASE** statements.
- Built an interactive **Power BI dashboard**, conveying **30+** customer churn metrics with **DAX functions**, **slicers**, and **navigators**.
- Designed an **HR dashboard** addressing **10+ gender balance issues** using **SQL** and **DAX-CALCULATE** functions.

KPMG - JOB SIMULATION AT FORAGE

DATA ANALYTICS CONSULTING VIRTUAL INTERNSHIP

Chennai (Remote), India | June 2023 - November 2023

- Assessed the **quality** and **completeness** of a **17K-record** bike accessory sales dataset using **Microsoft Excel**.
- Designed an **ETL framework** in **MSBI-SSIS**, building a **star-schema** data model in **SQL-Server** for transaction data with **15+** attributes.
- Developed **8+ stored procedures** and utilised **check constraint** statements to enhance data integrity.
- Implemented a **customer segmentation** model in **SQL** using **RFM analysis** techniques with **Windows functions** and **Common Table Expressions (CTEs)**.
- Built **Tableau dashboards**, deriving **18+** metrics on sales, product, and customer performance using **Data Blending** and **Calculated Fields**.
- Conducted **Descriptive Analytics** and **Hypothesis Testing (Pearson's correlation, ANOVA, Chi-square)** in **Python**, providing recommendations on targeting high-value customers.

ONWARD TECHNOLOGIES LIMITED

TRAINEE SOFTWARE ENGINEER

Chennai (On-Site), India | August 2022 – March 2023

- Built a **data engineering portfolio** using **GCP tools**, developing and analyzing a **data warehouse** with **100K+** taxi trip data.
- Developed a **data pipeline** in **Python** to orchestrate **data transformation** and load it into **Google Cloud Storage**.
- Employed **dimensional model** techniques in **Big Query**, developing **6+ SQL scripts** to split transformed data into **fact** and **dimension** tables.
- Constructed a **Looker Studio dashboard** showcasing key findings from the **Big Query data warehouse**.

ONWARD TECHNOLOGIES LIMITED

PAID-INTERNSHIP

Chennai (On-Site), India | February 2022 - August 2022

- Conducted **exploratory data analysis (EDA)** on credit card data with **280K+** records using **Python** libraries (**NumPy**, **Pandas**, **Matplotlib**, **Seaborn**).
- Developed a **data pre-processing framework** in **Python** using **class** and **object** methods.
- Implemented **classification algorithms (Logistic, KNN, SVM, XGBoost, Random Forest)** from **Scikit-Learn** to identify fraudulent transactions.
- Executed **over-sampling techniques (SMOTE, ADASYN)** to address biased class variable issues, achieving **model accuracies** above **85%**.