EBI A

9047588605 ebichan4321@gmail.com LinkedIn GitHub Chennai, India

EDUCATION

Data Analytics and Digital Marketing, IIT-M Guvi — Oct 2023 – Apr 2024 | Chennai, India

Master's Degree In English, St Joseph's College — Jun 2019 – Apr 2021 | Trichy, India

Bachelor's Degree In English, St Joseph's College — Jun 2016 – Apr 2019 | Trichy, India

SKILLS

Languages & Tools: Advanced Excel | SQL | Python | MySQL | Power Bi | Tableau | Machine Learing

Quantative Skills: Statistical Analysis | Data Analysis | Data Validation | Data Profiling & Mapping

Soft Skills: Analytical Skill | Management | Communication | Documentation | Presentation | ETL

PROFESSIONAL EXPERIENCE

Data Analyst, Oasis Infobyte Intern — Jan 2024 – Apr 2024 | Remote, India

- Analyzed retail sales data using Python and data analysis libraries to conduct exploratory data analysis (EDA) and data cleaning, resulting in a 20% increase in sales revenue through enhanced insights.
- Results Achieved: Identified key trends and patterns, which improved model accuracy by 59% and reduced processing time by 20%.
- Developed interactive visualizations with graphs and charts to communicate analysis to stakeholders.
- Tools and Techniques: Data Visualization, Data Modeling, Scikit-learn, Descriptive Analysis, Matplotlib, Pandas, NumPy, Seaborn, Statistical Techniques, Correlation Analysis, Data Mining.

PROJECTS

Customer Churn Analysis, Python

- Strategically analyzed customer data to pinpoint churn drivers, developing predictive models with Decision Trees and Logistic Regression that enhanced attrition forecasting accuracy by 30%
- Implemented churn reduction strategies: 10% increase in satisfaction scores, 20% decrease in churn rate. Including low purchase frequency, and high-value customer segments.
- Key Skills: Data cleaning, Pre-processing, EDA, Feature Engineering, Data Wrangling, Data Analysis.

Bike Store's Relational Analyse, MySQL

- Extracted actionable insights from sales, orders, and customer data, pinpointing staff performance gaps and optimizing store availability, resulting in a 20% boost in monthly sales.
- Analyzed Bike Store relational dataset using SQL queries to identify key sales trends, customer segments, and staff performance, leading to a 15% raise in monthly revenue.
- Key Skills: Sub query, Joins, Store Procedure, View Tables, Data Warehouse, Database Design.

Walmart Superstore Sales Analyzes, Power Bi

- Leveraged Power BI to visually analyze sales data, resulting in a 15% accelerate in understanding customer behavior, product performance, and regional trends.
- Data-Driven Insights: Utilized data analysis to identify areas for improvement, such as optimizing product placement or promotions. This led to a 20% extend in efficiency based on sales patterns.
- Key Skills: Data storytelling, Measures, Dashboard design, DAX, Power Query, KPIs and Metrics.

CERTIFICATES & ACHIEVEMENTS

- Advanced MS Excel, Simplilearn skillup.
- SQL Database, Simplilearn skillup.
- Led SHEPHERD program's team to align outreach efforts with departmental goals.
- Displayed leadership in NCC Senior Division by driving team efforts to meet shared objectives.