VIJAY ATHITHYAA RAMYA RAJASIMMAN

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PROFESSIONAL SUMMARY

Business Analytics and AI professional with experience delivering end-to-end, data-driven solutions across analytics, operations, and decision systems. Proficient in SQL, Python, Tableau, Power BI, and Excel, with hands-on experience building dashboards, automating workflows, and developing predictive models. Strong ability to translate complex data into executive-ready insights that drive efficiency, performance optimization, and strategic decision-making.

SKILLS

Analytical Tools: Power BI, Tableau, Advanced Excel, Google Analytics, Adobe Analytics, Alteryx
Certifications: Microsoft Power BI Data Analyst Certificate, Microsoft Azure AI Fundamentals: Generative AI, Google Data Analytics Professional Certificate, Adobe Analytics, IBM Machine Learning, Python for everybody (university of Michigan), Customer analytics, Operations analytics (COURSERA), Python for machine learning and Data science (UDEMY), Business Decision Analytics Certificate.
Programming Languages: C, C++, Python, Java, SQL, R Studio, JavaScript, HTML, CSS
Database: MySQL, Microsoft SQL Server, MongoDB, PostgreSQL
Soft Skills: Team Leadership, Communication, Strategic Planning, Problem-Solving, Time Management, Decision-Making

WORK EXPERIENCE

On the Roof, Business Analyst (Tableau, Power BI, KPI Reporting)   Mar 2024 – Jul 2024
• Analyzed sales and operational data from POS systems and vendor records to identify revenue trends, cost leakages, and process gaps. Consolidated and structured datasets to improve accuracy and management visibility across daily and weekly operations.
• Built automated Excel and Power BI dashboards to track revenue, order volume, inventory usage, and labor costs, reducing manual reporting effort by 30% and data-driven decisions that improved operational efficiency and cost control.

Med tour Easy, Business Analyst Intern (Tableau, SQL, Microsoft Excel)   Nov 2023 – Feb 2024
• Gained business intelligence as a Business Analyst trainee by improving data integration, collection, and consolidation processes, leading to a 20% improvement in data processing efficiency. Analyzed datasets with over 1,000 entries, utilizing collaborative filtering and debugging techniques to streamline data access, support accurate, timely business reporting and insight generation.
• Created Tableau dashboards and KPIs, automating reporting processes to reduce manual effort by 25% across business reports.
• Designed and implemented data visualization solutions to track project performance metrics, enhancing stakeholder understanding and enabling faster decision-making, across cross-functional teams and improving overall project execution and clearer project visibility.

Kaashiv Infotech, Data Analytics Intern (Business Analytics, Data Visualization, Decision Support).   May 2023 – Jul 2023
• Conducted data and operational analysis on structured datasets to identify performance trends, inefficiencies, and improvement opportunities, developing Excel- and BI-based reports that improved reporting efficiency and reduced decision-making turnaround time by 15%.
• Analyzed business metrics and transformed analytical findings into clear, executive-ready insights and visualizations to support strategic planning, process improvement initiatives, and data-driven stakeholder decision-making.

PROJECT EXPERIENCE

Airbnb Data Analysis (Python, Machine Learning, Data Mining, Pricing Analytics).   Sep 2025 – Jan 2026
• Implementation of data mining techniques to gain insights in Business, supporting pricing strategy and market competitiveness.
• Built Predictive Models using Decision tree, Neural Networks, Logistic Regression to analyze KPI's behind the determination of price of a room for the new hosts and resulted in a 19% profit improvement while supporting data-driven revenue optimization.

Business Performance & KPI Analytics Dashboard (Tableau, Power BI, Advanced Excel, Business Analytics)   Jan 2025 – May 2025
• Designed interactive Tableau and Power BI dashboards to track key business KPIs, delivering executive-ready insights for performance monitoring and strategic decision-making.
• Analyzed business performance data using advanced Excel, identifying inefficiencies and improving reporting turnaround time by 20%.

Performance Prediction of Start-ups (USA)   Aug 2024 – Dec 2024
• Built a predictive model to estimate startup success or failure probability in the USA by analyzing historical data and key business factors. The project provides insights to support investor and entrepreneurial decision-making.

EDUCATION

The University of Texas at Dallas, Texas   May 2026
MS in Business Analytics and Artificial Intelligence (Dean's Excellence scholarship)

SRM Institute of science and technology, Chennai, India   April 2024
Bachelor of Science, Electronics and communication engineering