VIJAY ATHITHYAA RAMYA RAJASIMMAN

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PROFESSIONAL SUMMARY

Business Analytics and AI professional with strong experience delivering end-to-end, data-driven solutions across analytics, marketing, operations, and AI-enabled decision systems. Technically proficient in SQL, Python, Tableau, Power BI, Excel, machine learning, with hands-on experience building dashboards, automating workflows, and developing predictive models. Proven ability to translate complex data into clear, executive-ready insights that drive efficiency, optimize performance, and support strategic business decisions.

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

Med tour Easy, *Business Analyst Intern* (Tableau, SQL, Microsoft Excel)   Jan 2024 – May 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.

Pinnacle Smart Meters, *Lab Data Analyst Intern* (Data Analysis, Device Performance Analytics).   Jan 2023 – Mar 2023
• Analyzed laboratory test and sensor data from smart meter devices to identify performance trends and anomalies, developing structured reports and visual summaries that improved data accuracy, reporting efficiency, and testing insights by **18%**.
• Cleaned, validated, and organized high-volume lab datasets and translated analytical findings into clear insights and visualizations to support engineering teams and data-driven decision-making.

PROJECT EXPERIENCE

Airbnb Data Analysis (Python, Machine Learning, Data Mining, Pricing Analytics)   Jan 2025 – May 2025
• 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)   Aug 2024 – Dec 2024
• 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%**.**

EDUCATION

The University of Texas at Dallas, Texas   May 2026
*MS in Business Analytics and Artificial Intelligence (***Dean's Excellence scholarship)**
Relevant Coursework: Applied Econometrics & Time Series Analysis, Prescriptive Analytics, Database Foundations for Business Analytics, Predictive Analytics for Data Science, Foundations of Programming for Business Analytics, Business Data Warehousing, Marketing Web Analytics & Insights, Modeling for Business Analytics, Advanced Statistics for Data Science.

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