

# SHARAN RAGHAVENDRA RAGOTHAMAN

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## ABOUT

Business Analytics professional with a business first mindset, turning data into strategy and measurable outcomes. Skilled in Python, SQL, statistical modeling, dashboarding, and end to end ML pipelines to deliver actionable insights and predictive decision support.

## EXPERIENCE

### Crytonix Remote Tech

Junior Business Analyst

Jan 2024 – Jul 2024

Chennai, INDIA

- Led **business strategy alignment for product releases** by translating client requirements and market insights into structured functional plans. Authored **comprehensive user stories and designed end to end module workflows**, ensuring clear communication between stakeholders and development teams.
- Managed **API integrations with client systems**, validating data flow, connectivity, security, and performance through rigorous API testing. Executed **end to end functional and user flow testing** to ensure product usability, logical implementation, and seamless alignment with design specifications.

### Foyr

Business Analyst Intern

Feb 2023 – July 2023

Hyderabad, India

- Conducted deep analysis of subscription based customer data** to uncover behavioral trends, engagement patterns, and actionable business insights. Designed and maintained large scale performance dashboards to monitor key KPIs, customer engagement metrics, and subscription growth.
- Partnered with product and engineering teams to **translate analytical findings into data driven strategies** focused on customer acquisition and retention. Developed executive ready reports and presentations to communicate insights, while also addressing customer queries to ensure clarity, satisfaction, and continuous improvement.

## PROJECTS

### Telco Churn Intelligence

Feb 2026

- Architected and deployed a production grade churn prediction system using Logistic Regression (ROC-AUC: 0.83), achieving 78% recall to enable proactive, business driven retention targeting.
- Built an end to end ML pipeline **integrating FastAPI**(real time APIs), **Streamlit** (interactive scoring), and **Tableau** (risk segmentation & revenue at risk insights) to deliver deployment ready decision support.

### Automated Intelligence: Topic Modelling and Interpretive Analysis of Social Media Conversations

Sep 2025 – Dec 2025

- Designed a scalable unsupervised NLP pipeline to analyze large scale global social media data, **leveraging SBERT, UMAP, HDBSCAN, and BERTopic** to extract coherent themes without labeled training data.
- Engineered a custom stance analysis framework **using PCA, KMeans, TF-IDF, and sentiment aggregation** to reveal underlying viewpoint structures and opinion clusters within identified topics.

### Predictive Analytics for Cost Efficient Marketing Campaign Strategy

Jan 2026

- Developed a predictive targeting framework to optimize marketing spend by ranking customers based on response probability, capturing 83% of responders within the top 30% segment.
- Improved campaign efficiency by increasing response rates from 15% to 42%, demonstrating how machine learning enables cost effective, data driven marketing decisions.

### Airbnb Listing Segmentation using PCA and K-Means

Feb 2025 – Apr 2025

- Developed a complete unsupervised ML pipeline to segment NYC Airbnb listings using **PCA and KMeans**, incorporating preprocessing, custom normalization, and dimensionality reduction preserving **98% variance**.
- Discovered four distinct listing and host segments and mapped spatial **distribution patterns with Folium** to deliver actionable, location driven market insights.

## EDUCATION

### University of Texas at Arlington

Master of Science in Business Analytics

Aug. 2024 – May 2024

Arlington, TX, US

- Coursework:** Data Science, Data Mining, Data Warehousing, Cloud Computing, Marketing Analytics, Economic Forecasting, Accounting, Evidence Based Management and Statistics for Business, Python Programming

### National Institute of Information Technology

Post Graduate Program in Data Science and Machine Learning

Nov. 2022 – Dec 2023

Chennai, India

- Coursework:** Advance MS Excel, SQL, Tableau, Python for Data Science, Machine Learning, Time Series Forecasting, NLP

## SKILLS

**Languages :** Python, SQL, R)

**Visualization BI :** Tableau, Power BI, MS Excel, Streamlit

**Technologies Framework :** Data Bricks, Figma, Jira, GitHub, Docker, Kubernetes

**Certifications :** Google Data Analytics