LIVIN LARSAN

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LinkedIn | Portfolio

SUMMARY

As an Assistant Manager in the banking sector for two years, I possess a strong foundation in finance and management, coupled with a Post Graduate Diploma in Management. Now, I am eager to transition into a Data Analyst role, showcasing my proficiency in data analysis tools such as Python, R, SQL, Excel, and Tableau with a solid foundation in statistical analysis and machine learning. My experience in the banking industry has equipped me with robust analytical skills, attention to detail, and a proactive approach to problem-solving.

TECHNICAL SKILLS

Programming Languages	:	Python (Libraries: NumPy, Pandas, Scikit-Learn), R language.
Database Management	:	MySQL (DDL, DML, and DQL statements)
Exploratory Data Analysis	:	Data Cleaning, Data Processing, Feature Engineering, Data Mining
Data Visualization	:	Python (Seaborn, Matplotlib), Tableau, Excel
Machine Learning	:	Classification, Regression, Clustering, Dimensionality Reduction Technique
Statistics Analysis	:	Hypothesis Testing, Z-test, t-test, Chi-Square, ANOVA
MS Excel	:	Pivot Tables, Charts, VLOOKUP, Conditional Formatting, VBA
Model Deployment	:	Streamlit – Python Library

SOFT SKILLS

- Problem Solving
- Analytical Thinking
- Time Management
- Effective Communication
- Collaborator
- Adaptive Learner
- Ethical Judgment.

WORK EXPERIENCE

Assistant Manager, Karur Vysya Bank Ltd.   *Nov 2020 - Feb 2023*

Villupuram, India

Area of Expertise: Operational Efficiency, Sales and Marketing Support, Customer Behavior Analysis

- Collaborating with sales and marketing teams to analyze customer demographics and preferences and Providing insights to support targeted marketing campaigns and product/service offerings at the branch level.
- Identified problem area in the operational efficiency by analyzing operational data and streamlined the processes for optimal efficiency, demonstrating a commitment to continuous improvement and excellence in service delivery.
- Identified potentially at-risk customers through churn analysis and implemented proactive measures to enhance the quality of service and address their specific needs to retain the customer.

Marketing Analyst - Intern, Kellogg Company.   *Apr 2019 - June 2019*

Bengaluru, India

- Utilized data-driven insights to strategically position Kellogg's and capitalize on market expansion opportunities.
- Conducted exploratory analysis on available data to gain primary insights into Kellogg's target market and customer base within institutional sectors, Hotels and Restaurants.

- Discovered untapped opportunities within institutional sectors, such as IT companies, schools, and colleges, through comprehensive data analysis. Subsequently, initiated contact with the food canteens within these institutions to explore potential sales for Kellogg's products.

PROJECTS

- **Pizza Store Sales Analysis**

  Objective: Analyze the transaction data of the pizza store and find insights that will help in driving more sales and improving work efficiency.

  Approach:
  - Utilized MySQL workbench to analyze Pizza Store's multiple table data to find insights such as seasonality, trends in sales, product level analysis to support data-driven decision making.
  - With the help of Tableau, created interactive dashboards and comprehensive reports to communicate the insights. Advanced features like filters, parameters, and calculated fields revealed valuable insights like Peak Hours, High Demand Products, and Weekly trends.

  Link: GitHub , Tableau **Tools Used**: Excel , SQL [Joins, Subquery, Window Functions], Tableau.

- **Bike Sharing Customer's Behavior Analytics:**

  Objective: Analyze Bike Sharing Company's data for uncovering valuable insights, identify patterns to help us understand the behavior of the bike riders and thereby make data driven decisions for personalized marketing campaigns, potentially increasing the loyalty of the riders.

  Approach:
  - Utilized RStudio to analyze Bike Sharing Company's data to find insights such as seasonality, trends in trips made by riders both casual and membership and differentiate the behavior of both.
  - Communicated the insights through interactive Dashboards made using Tableau.

  Link: GitHub , Tableau   **Tools Used**: Excel, RStudio, Tableau .

CERTIFICATIONS

- Tata Data Visualization: Empowering Business with Effective Insights Job Simulation on Forage
- Coursera - Python for Everybody Specialization
- Coursera - Google Data Analytics Professional Certificate.
- Maven Analytics - MySQL Data Analysis, MySQL Database Administration, Tableau Desktop
- HackerRank - SQL - Basic, Intermediate, Advanced, Python

EDUCATION

- **PGP Data Science and Engineering**   July-2023-Pursuing

  Great Lakes Institute of Management, Chennai.
- **PGDM: Marketing and Finance** | CGPA – 7.84   Apr 2020

  Thiagarajar School of Management, Madurai.
- **Bachelor of Engineering: Electrical and Electronics Engineering** | CGPA – 7.83   Apr 2017

  Valliammai Engineering College, Chennai.
- **Higher Secondary (XII)**| Grade – 93.50%   Apr 2013

  Montfort Matric Higher Secondary School.