

MOHAMMED ADNAN KP

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Kerala, India

Education

M.S.C BIG DATA ANALYTICS – Central University of Rajasthan – Rajasthan, India December 2022 - May 2024

BACHELOR'S IN COMPUTER APPLICATION – University of Calicut – Kerala, India May 2018 - April 2021

Work Experience

DATA ANALYST INTERN – G Data technology – Kerala, India February 2024 – August 2024

- **Enhanced operational efficiency** for the Dr Live healthcare management solution by conducting data analysis, automating dashboard creation using python, and **reducing report generation time by 50%.**
- **Developed and implemented** a marketing analysis dashboard using Power BI, enabling targeted strategies and data-driven decision-making.
- **Gathered and processed** critical data on hospitals, clinics, and doctors using web scraping technology, ensuring accurate and comprehensive datasets.
- **Designed and integrated** user-friendly dashboards with HTML and CSS, enhancing the Dr Live user experience.

SALES AND MARKETING MANAGER – Family Business – Kerala, India July 2021 - November 2022

- Analyzed market conditions and trends, making informed purchasing and selling decisions, **increasing profit by 40%.**
- Implemented **quality control** measures and competitive pricing strategies.
- Forecasted seasonal price changes, enabling strategic purchasing and inventory management, **reducing excess stock by 20%.**
- Utilized **Excel and Power BI** for data analysis and visualization, providing insights into market conditions and performance.

CO-FOUNDER, MARS COLLECTIONS – Entrepreneurial Experience – Kerala, India 2018 - 2021

- **Launched and managed** an online apparel reselling business, **achieving 65 % revenue growth** within the first year.
- Led business operations day-to-day operations, including inventory management, digital marketing, and customer service, resulting in a **50 % increase in customer acquisition.**
- **Built strategic partnerships** with suppliers and vendors, enhancing product variety and brand reputation.
- **Managed finances**, including budgeting, forecasting, and profit analysis, to drive sustained business growth.

Projects

PREDICTIVE ANALYSIS OF STOCK PRICES WITH LSTM June 2024

- Developed a stock price prediction model using **LSTM.**
- Utilized Python libraries: **Flask, yfinance, pandas, numpy, scikit-learn, tensorflow, plotly, flask-cors.**
- Developed an interactive prediction chart with EMA for analysis and designed the web app using **HTML, CSS, and JavaScript.**

REVENUE ANALYSIS IN HOSPITALITY DOMAIN- POWERBI May 2024

- Designed a comprehensive revenue analysis dashboard for the hospitality industry using **Power BI.**
- Tracked critical KPIs such as **Revenue, RevPAR, DSRN, Occupancy %, ADR, and Realization.**
- Conducted comparative analysis of realization percentages and ADR across booking platforms.

Skills

• Python • SQL • R • HTML • Power-BI • Tableau • Excel • Hadoop • AWS • Data Visualization • Machine Learning • Data mining and data warehousing • Business intelligence • Communication

Interests

• Tech • Entrepreneurship • Stock market • Cricket