ANURUDH B.A.
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OBJECTIVE- Analytical and detail-oriented professional with **2 years and 10 months** of hands-on experience in **Business Operations, Data Analysis, and Business Intelligence**. Skilled in gathering **business requirements**, **analyzing** large datasets using SQL, NumPy, and Pandas, and building insightful dashboards with **Power BI** and **Tableau**. Experienced in automating reports using VBA and Excel macros, and delivering AI-driven solutions and business process automation through IBM tools like **Watsonx, Instana**, and Cognos. Adept at translating complex data into actionable insights that support strategic decision-making and operational improvements. Eager to leverage my technical expertise, problem-solving abilities, and customer-centric mindset to drive business growth and digital transformation.

EDUCATION-

QUALIFICATION	SPECIALIZATION	INSTITUTE/UNIVERSITY	YEAR OF PASSING
MBA	Business Analytics	SRM Institute of Science and Technology	2023
BSc	Computer Science	SRM Institute of Science and Technology	2018

WORK EXPERIENCE-

SBA Info Solution - Customer Success Executive *(April 2024 – October 2024)*

- Gathered and analyzed client business requirements and mapped them to customized data-driven solutions.
- Developed SQL queries to extract and manipulate client data for analysis and reporting.
- Designed and delivered Power BI and Tableau dashboards to visualize key metrics, drive insights, and improve customer experience.
- Led requirement gathering sessions with clients and collaborated cross-functionally with technical and product teams to deliver solutions.
- Implemented AI Chatbot Solutions and Business Process Automation initiatives to streamline operations.
- Performed data classification, text analysis, and content management using AI tool WatsonX .

Key Projects & Deliverables:

- **Data Reporting:** Built interactive **Power BI** and **Tableau** dashboards for operational monitoring and **KPI tracking**.
- **SQL Data Analysis:** Wrote optimized SQL queries for customer data extraction and reporting as per the client requirements.

Raj and Associates - Business Operations Executive- (*June 2019 - August 2021*)

- Managed raw material inventory using Excel with data-driven analysis.
- Automated reports with VBA and macros to improve accuracy and save time.
- Coordinated with vendors to ensure timely material supply.

INTERNSHIP-

Lesoko Technology - Data Annotator Intern (08/2023 to 10/2023)

- Worked on data analysis tasks, preparing, cleaning, and transforming datasets to support project objectives.
- Utilized NumPy and Pandas for efficient data processing, analysis, and management of large datasets.
- Developed and executed SQL queries with joins to retrieve, combine, and analyze data from multiple tables.
- Created visualizations using Matplotlib to identify trends, patterns, and business insights.
- Collaborated with data scientists to enhance data quality, optimize data pipelines, and support data-driven decision-making.
- Documented data analysis procedures and suggested improvements for better data workflow management.

PROJECTS-
- **Customer Purchase Behavior in Retail** – Analyzed sales, customers, and inventory using Excel, SQL, and Power BI.
- **Cyclistic Bike-Share** Analysis – Compared user types and ride behavior using Tableau to recommend membership strategies.
- **Spotify Trends** Analysis – Visualized artist, track, and genre trends using Tableau dashboards.
- **Customer Lead Prediction (EdTech**) – Predicted lead conversion using Python and machine learning models.
- **Walmart Superstore Sales** Analysis – Built Excel and Power BI dashboards to analyze sales and profit by region and category.

SKILLS-

Data Analysis & Reporting- Excel, Power Query, and DAX Calculation.
Business Intelligence & Data Visualization- Tableau, and Power BI.
Data Integration & Processing- NumPy, Pandas, and ETL (Extract, Transform, Load).
Data Visualization- Matplotlib

CERTIFICATIONS-

- Agile Project Management with Jira Cloud: 1 Projects, Boards & Issues
- Lean Six Sigma Foundation
- Business Analytics with Digital Marketing Program