

# ANURUDH B.A.

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## SUMMARY

Business Analyst with **2.10 years** of experience in **Business Operations**, **Data Analytics**, and **Reporting Automation**. Analyzed **100K+ transactions**, built dashboards tracking **sales** and **KPIs**, and automated reports saving **40+ hrs/month**. Skilled in **SQL**, **Power BI**, **Tableau**, and **Excel VBA**, leveraging **IBM Watsonx** to deliver **actionable insights**.

## SKILLS

**Data Analysis Reporting:** SQL, Excel, Power Query, DAX, VBA | **Business Intelligence Tools:** Power BI, Tableau | **Programming Libraries:** Python, NumPy, Pandas, Matplotlib | **AI Tools:** IBM Watsonx

## PROFESSIONAL EXPERIENCE

**SBA Info Solution, Chennai: Customer Success Executive** Apr 2024 – Oct 2024

- **Built** interactive dashboards using **SQL**, **Power BI**, and **Tableau** for client reporting.
- **Implemented Watsonx** automation workflows, streamlining taxonomy updates.
- **Automated** internal reporting, saving **40+ hours/month**.
- Led PoC execution for AI-driven chatbot and analytics use cases.

**Raj and Associates, : Business Operations Associate** Jun 2019 – Aug 2021

- Automated inventory and vendor reports with **Excel VBA**.
- Managed procurement data and improved daily stock tracking accuracy.

## INTERNSHIP

**Lesoko Technology, Chennai: Data Annotator Intern** Aug 2023 – Oct 2023

- Annotated **1,000+ images** to create high-quality training data for computer-vision **object-detection** models.
- Labeled images for **CNN-based classification**, improving overall model accuracy.

## PROJECTS

### Customer Purchase Behavior in Retail

**Objective:** Analyze retail sales data to improve inventory planning, demand trends, and product/staff performance.

**Key Skills:** Excel, SQL, Power BI, Data Cleaning, Visualization

- Analyzed **100K+ transactions** to identify **sales trends**, fast/slow-moving products, and stock gaps across regions.
- Created **Power BI dashboards** showing **76.8 L revenue**, **AOV**, and store/category KPIs for stakeholders.
- Proposed **loyalty offers** and **staff rewards** based on KPIs to boost retention and engagement.

### Lead Conversion Prediction (EdTech)

**Objective:** Increase conversions by analyzing user behavior and applying machine learning to prioritize leads.

**Key Skills:** Python, Pandas, Scikit-learn, EDA, Random Forest

- Cleaned lead data by fixing nulls, encoding categories, and removing noise for **ML readiness**.
- Identified key **conversion signals** such as **time on site**, visit count, and source channel via EDA.
- Built **Random Forest model** with **91.94 % accuracy** and **89.67 % F1-score**, enabling prioritized follow-ups.

## EDUCATION

**Masters in Business Analytics and Digital Marketing** 2024

Indian Institute of Technology, Madras (IIT-M) – GUVI

**MBA – Business Analytics** 2023

SRM Institute of Science and Technology

**BSc – Computer Science** 2018

SRM Institute of Science and Technology

## CERTIFICATIONS

- **Agile Project Management with Jira Cloud** – LinkedIn [Verify]
- **Lean Six Sigma Foundation** – LinkedIn [Verify]