Toronto, M3A3A8, ON

ARTHIK MARASINI

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PROFESSIONAL SUMMARY

Analytically minded and results-oriented Business Analytics & Marketing graduate with a proven track record of providing expert guidance in data-driven decision-making. Possessing strong problem-solving skills, a quick learning curve, and excellent communication abilities, I am eager to contribute to a dynamic team as an Entry Level Data Analyst.

PROJECTS

Customer Purchasing Behavior Analysis [SQL] ([GitHub](#)): Analyzed a restaurant's sales data using SQL to gain meaningful insights regarding the buying nature of customers. Showcased strong understanding of basic, intermediate, and advanced SQL functions like Aggregation, Joins, Sorting, CTEs and Window Functions.

Crime in Europe – Data Visualization [Power BI] ([GitHub](#)): Cleaned and transformed data, conducted validation, and performed descriptive analysis, creating visual representations for insights with KPIs benefitting in data driven decision making to resolve increasing crime rates.

Amazon Revenue EDA [Python] ([GitHub](#)): Employed Pandas for data cleaning, NumPy for statistical analysis, and Matplotlib/Seaborn for data visualization on GitHub, delivering meaningful insights for informed decisions.

WORK EXPERIENCE

Product Support Analyst **Intuit TurboTax** **2023 Nov – Present**
- Spearheaded the delivery of expert guidance to TurboTax customers, leading to a 20% improvement in successful software installations and streamlined tax filing procedures.
- Diagnosed and resolved technical issues related to TurboTax software, achieving a 15% reduction in reported installation problems, account access issues, and software functionality inquiries.
- Implemented Salesforce to efficiently manage customer interactions, resulting in a 30% increase in case resolution speed and accuracy.

Business Analytics & Marketing Student **Seneca Polytechnic** **2022 May – 2023 Dec**
- Conducted data analysis in projects to identify market trends, assisting in strategic decision-making for business growth and optimization of marketing campaigns.
- Developed and implemented social media marketing strategies, increasing online engagement and brand visibility, while continuously adapting to emerging trends in the dynamic digital landscape.

Customer Service Associate **Everest Bank Ltd, Kathmandu** **2021 Feb – 2021 Sept**
- Delivered precise information on bank products and services during inbound calls, contributing to a 15% increase in customer satisfaction.
- Executed banking transactions, including inquiries and fund transfers, with a focus on precision, leading to a 20% reduction in transaction errors.
- Addressed customer complaints promptly, leading to a 25% reduction in resolution time for complex issues and enhancing the role of Customer Care Advisor.

EDUCATION

Seneca Polytechnic – Diploma Degree in Business: Analytics & Marketing [2022 May – 2023 Dec]

TECHNICAL SKILLS

Python, MySQL, Tableau, MS Office [Power BI, Excel, Word, Outlook, PowerPoint], Salesforce, Figma, Slack

CERTIFICATIONS

Google Data Analytics Certificate [2023]
Google Advanced Data Analytics Certificate [2024]
HackerRank – SQL Skill Assessment Certified [Basic & Intermediate]
MySQL For Data Analytics & Business Intelligence [2023]