

# Arun Prasath M

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## Summary

Experienced data analyst with [Google](#) and [LinkedIn](#) certifications. Proficient in data analysis, visualization, and reporting using SQL, Excel, Python, Power BI and Tableau.

## Experience

### Accenture - Data Analytics and Visualization Virtual Experience *Data Analyst*

JUNE 2023 - JULY 2023

- It comprises data cleansing and modeling, data visualization, and project comprehension. Adept at turning difficult data into insightful understandings and engaging visualizations.

### Tata-Virtual Internship, India *Data Analyst*

FEBRUARY 2023 - MARCH 2023

- As a data-driven professional, I excel in framing business scenarios, selecting the most suitable visuals, and creating impactful data representations. With my expertise in data analysis and visualization.
- I effectively communicate insights and analysis to drive informed decision-making.

### Astutech Solutions India Pvt Ltd, India *Data Analyst*

JUNE 2022 - NOVEMBER 2022

- I effectively delivered insightful reports and suggestions that affected important company choices as a qualified data analyst with knowledge in data analysis.
- I generated through visualizations that aided in the straightforward communication of difficult data using my expertise in **dashboard** construction and **chart** production.

### Freelancer, India *UX/UI Designer*

SEPTEMBER 2021 - PRESENT

- As a UX/UI designer, I utilized my creativity and design skills to create user-centric digital experiences.
- Conducted user research and collaborated with cross-functional teams to ensure designs met business objectives.

## Projects

### Property Manager

- In this project, I **cleaned** and **processed** raw sales data to ensure accuracy. Then, using data visualization techniques, I created interactive dashboards and graphs to help stakeholders understand insights in the data.
- My work helped enhance the organization's sales strategy and drive revenue growth.

### HR Dashboard - PowerBI

- Proficient in extracting insights from metrics such as **headcount**, **attrition rate**, and **active workers** to ensure accurate and up-to-date employee records.
- Strong expertise in visualizing data using charts and graphs, enabling HR managers to make informed decisions and track workforce trends effectively. Committed to providing actionable insights through comprehensive employee data analysis.

### Road Accident Dashboard - Excel

- A comprehensive dashboard that provides insights into road safety metrics, including **total casualties**, **fatal casualties**, **vehicle type**, **road type**, and **location-based** data.

### Loan Prediction Analysis using ML

- I used my skills in machine learning and data analysis to build a loan prediction model. I used the Python libraries **Scikit-learn** and **Pandas** to collect and clean the data, and then used the **ML algorithms** to build the model. I evaluated the model using the accuracy score.

### Data Cleaning and Visualization using Python

- A project that involves using Python programming skills to clean and **process raw data**, followed by creating engaging visualizations that uncover insights and patterns within the data.

### WebScraping Flipkart

- I used my skills in **web scraping** and data analysis to collect and analyze data from Flipkart. I used the **BeautifulSoup** library to scrape the product pages for information such as product **name**, **price**, **rating**, and **reviews**. I then used the Pandas library to clean and analyze the data.

### College Recommendation System

- I have created a robust college recommendation system. This application utilizes **web scraping** techniques to gather data from various college websites, extract relevant information such as program offerings, faculty, and student reviews, and provides personalized recommendations based on user preferences, helping students make informed decisions about their higher education journey.

### US sales data visualizations

- As a data analyst, I was responsible for analyzing US sales data and creating visually appealing **dashboards** and charts to help the sales team gain insights into key trends and metrics.
- By identifying areas of strength and weakness in the data, I was able to recommend actionable strategies for improving the overall sales performance.

## Pizza Sales Dashboard - PowerBI

- Gained insights into sales performance, customer behavior, and order patterns, including Daily and monthly sales trends, Percentage of sales by category and size, Identification of best and worst selling items.
- Demonstrated analytical skills in uncovering valuable business insights.

## Education

**PSG College of Technology, India** *MSc Software Systems (Integrated 5 years)*

JUNE 2019 - NOVEMBER 2024

## Skills

- Data analysis and visualization tools (e.g. **Excel, Tableau, Power BI**)
- **ML** Algorithms
- **SQL** and **NoSQL** databases (**MySQL, Oracle, Microsoft SQL Server, PostgreSQL, MongoDB**)
- Programming languages (e.g. **Python, R**)
- Data cleaning and manipulation
- Data Warehousing
- Web Scraping
- Pyspark

## Extra-Curricular Activities

- Active volunteer at the PSG Entrepreneur's club and have participated in several club activities and competitions in college.

## Certifications

- Google data Analytics- [Coursera](#)
- Learning Data Analytics- [LinkedIn](#)