BASITH MOHAMED S

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PROFESSIONAL SUMMARY

Business Analyst with a proven track record of delivering industry-standard products through effective leadership and collaboration with cross-functional teams. Possesses 3 years of experience across diverse domains, including FMCG and Healthcare. Currently completing the final semester of an MS in Engineering Management, with a focus on Analytics.

EDUCATION

University of Massachusetts - Amherst   **September 2024 - May 2026**
Master's, Engineering Management   *GPA: 3.94*
Relevant Coursework: Descriptive Analytics, Decision Analytics, Technical Project Management

National Institute of Technology Tiruchirapalli   **July 2017 - July 2021**
Bachelor's, Instrumentation and Control Engineering   *GPA: 7.91*

PROFESSIONAL EXPERIENCE

Thorogood Associates   **Bengaluru**
Data and Business Analytics Consultant   *July 2022 - July 2024*
- Worked closely with the stakeholders of a Fortune 500 FMCG company to create an end-to-end control intelligence platform using the Azure Data Engineering Stack for global finance controllers
- Designed and developed a black box financial anomaly detection model using statistical methods; Implementing a Recency, Frequency, Monetary Value (RFM) scoring based on 30+ KPIs
- Planned, developed and delivered 15+ production grade reports leading a team of 3 in the R2R and M2D control streams
- Designed 10+ data ingestion pipelines using Databricks to onboard new sub-systems
- Conceived and implemented two internal automation solutions aimed at streamlining the monthly data refresh process, resulting in a 35% reduction in overall time expenditure
- **Primarily Worked With:** Azure Databricks (SQL, Python, Scala), Advanced Excel, Power BI, Tableau, JIRA, Git, Azure DevOps, DAX, CI/CD, R, Apache Spark

Lal PathLabs   **New Delhi**
Business Process Analyst   *July 2021 - July 2022*
- Developed ETL systems and analytical models with SQL and Python to transform raw log files into actionable business intelligence dashboards in PowerBI
- Designed, implemented, and deployed an end-to-end data automation product utilizing C# and .NET framework, resulting in a 15% reduction in global instrumentation downtime
- Led the development and continuous maintenance of the ERP platforms in close collaboration with product vendors and the internal operations team
- Engineered an innovative workflow automation for an instrument interface, reducing the technician's task load by 90%

PROJECTS & INTERNSHIPS

- Analyzing Traffic Accidents: Patterns, Trends, and Predictive Insights - 2025
- NLP operations data insight generation and visualization on participant information (SAE India) - 2022
- Cortico-Muscular Coherence Analysis on Leg Movements - 2021
- Suspension system modelling for an autonomous agricultural rover (SenseGrass Inc) - 2019

SKILLS

Programming: Python, SQL, R, Scala, C#, M Code, MATLAB
Tools, Libraries and Other Skills: Statistical Analysis, Hypothesis Testing, Regression Analysis, SQL Server, PostgreSQL, MySQL, A/B Testing, Causal Inference, Multivariate Testing, GitHub
Certifications:
- Certificate Program in Business Analytics and Artificial Intelligence -Virginia Tech, India (Nov 2022)
- MOOCs: Data Visualization with Tableau, Business Metrics for Data-Driven Companies

AWARDS

- Received the Passion award and the Star award at Thorogood for delivering beyond expectations.
- Won Startup Weekend Trichy 2017 for 'The Cocoon - A Modular Bicycle Umbrella.'