

Bharat GH

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Portfolio: <https://github.com/bharatperry/portfolio>

CAREER SUMMARY

Passionate about leveraging data for informed decision-making, I bring a robust skill set in Excel, Python, R, SQL, Tableau and data analysis tailored for the business analytics. With a proven track record in data management and ETL processes, I excel in transforming intricate datasets into actionable insights.

EDUCATION

Master of Science, Business Analytics

Queen's University Belfast, NI, UK

Sep 2022 - Sep 2023

Merit

Relevant Coursework: Data Analysis, Statistical Methods, Data Mining, Data Visualization, Business Intelligence, Predictive Analytics.

Bachelor of Engineering, Electrical and Electronics

RMK Engineering College

Aug 2016 - Apr 2020

First Class Honors

SKILLS AND STRENGTHS

- **Key Skills:** Communication, Reporting, Data Management, ETL Data Analysis, Data Mining, Machine Learning, Business Analysis Tools & Techniques, Agile Methodologies (Scrum).
 - **Data Analysis:** Pandas, NumPy, Scikit-learn, TensorFlow, Keras
 - **Data Visualization:** Tableau, Matplotlib, Seaborn, Power BI
 - **Statistical Analysis:** Hypothesis Testing, Regression Analysis, Time Series Analysis
 - **Database:** MySQL, ESQL.
 - **MS Office:** Excel, Power point, Word.
 - **Programming:** R, Python, HTML, C, XML.
 - **Tools:** Knime, Google Analytics, SOAP UI, IBM WebSphere Message Broker, IBM IIB.
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WORK HISTORY

Santander Bank UK, Belfast, UK

AI ChatBot Analyst

Mar 2024 – Sep 2024

- Supported the bank in achieving customer advocacy by eliciting and understanding internal and external technology customer needs.
- Managed client inquiries, account issues, and fraud detection while developing an AI chatBot to enhance service efficiency.
- Analyzed, refined, translated, and documented requirements to ensure they were readily understood by stakeholders.
- Utilized data analysis to identify fraud patterns, improve customer service, and drive strategic decision-making.

QUB Project, UK

Business Analyst

Sep 2022 – Feb 2024

- Applied business analysis tools and techniques to deliver effective solutions in an Agile environment.
- Communicated complex technical concepts clearly to peers and management level colleagues.
- Collaborated effectively with stakeholders to manage and deliver project outcomes.
- Documented business requirements and supported teams in aligning them with strategic objectives.

Cognizant, Chennai, India

Program Analyst

Jul 2020 - Aug 2022

- Provided data-driven insights to support marketing strategy development.
- Utilized SQL queries and data analysis tools to extract and analyze data, providing actionable insights to senior management.
- Collaborated with stakeholders to define analytical goals and ensured successful project execution.
- Implemented advanced data Visualisation through Power BI and Tableau, fostering comprehensive actionable insights for informed decision-making.

Wheels India Ltd, Chennai, India

Data Analyst Intern

Mar 2018 - May 2018

- Created reports and dashboards for various business units.
- Analyzed data using tools such as Microsoft Excel, SQL, and Python to support strategic decision-making and improve customer acquisition strategies.

Other relevant experiences

British Telecom Group, Belfast, UK

Customer Service advisor

- Responsibilities include handling client technical inquiries, troubleshooting issues, resolving customer complaints, accurately updating customer database, and ensuring customer satisfaction by providing excellent customer service.

Quest programme, London, UK

- Participated in QEst program with SU Enterprise and The Helix Way. Developed and pitched SmartEst8, a VR-based solution for the real estate market. Engaged in customer discovery and received funding, training, and mentoring to commercialize the idea.

SSE Airtricity, Dublin, Ireland

Sales and Retention advisor

- Proactively engage with stakeholders to drive sales and retention efforts, utilizing excellent communication skills to foster lasting relationships and achieve organisational objectives.

PROJECTS & RESEARCH PUBLICATION

Customer Segmentation Using Clustering Techniques

Tools/Tech: Python, K-means Clustering, PCA, Tableau

Analyzed customer purchase data to identify distinct customer segments using K-means clustering. Visualized clusters using Principal Component Analysis (PCA) and presented findings to stakeholders, enabling personalized marketing strategies.

Customer Insights Analysis:

Tools/Tech: Python, Scikit-learn, Pandas, Matplotlib

Conducted a comprehensive analysis of customer data to identify key purchasing patterns, contributing to a targeted marketing campaign that increased customer retention by 20%.

Sentiment Analysis on Social Media Data

Tools/Tech: Python, Natural Language Processing (NLP), NLTK, WordCloud

Extracted and pre-processed social media data using web scraping and text mining techniques. Built a sentiment analysis model to classify tweets into positive, negative, and neutral categories, achieving an accuracy of 85%.

Sales Performance Analysis

Tools/Tech: R, SQL, Tableau, Excel

Conducted a comprehensive analysis of sales data to identify trends and patterns, leading to optimized pricing strategies and a 10% increase in revenue. Created a dynamic dashboard in Tableau to visualize sales performance across different regions and product categories.

Market Segmentation Analysis:

Tools/Tech: Python, KNIME, Pandas, NumPy, PowerBI

Conducted data analysis on sales trends and customer behavior to identify opportunities for revenue growth. Developed and implemented a business intelligence dashboard using Tableau, providing real-time insights to senior management.

PROFESSIONAL BODY MEMBERSHIPS

Serving as the Communication Director for the entire student body at QUB while being a member of the Institute of Directors (IoD).

VOULENTEERING

Angovile, Poland, Europe

Coordinator

· Demonstrated a solid foundation in educational support through impactful work with Anglovile. Effectively taught and mentored Polish students , facilitating skill and knowledge enhancement.

REFERENCES

Available upon request.