

# Karthik Selvaraj



Status in Canada: Citizen

## Summary

Experienced analytics professional with 5+ years of industry expertise, skilled in leveraging advanced analytics methodologies and tools delivering impactful data insights and recommendations. Proficient with Python, SQL, Power BI, Tableau, GCP, Excel etc. complemented by exceptional communication abilities, business & financial acumen, teamwork, critical thinking, and problem-solving skills.

## Experience

### Analyst – Operations Centre of Excellence, Coca-Cola Canada Bottling Ltd, Canada

June 2024 to Present

- ❖ Engineered dynamic dashboards to track and visualize critical operational metrics, created operational models, enabled monitoring of key performance indicators and facilitated data-driven decision-making & delivered actionable insights to senior leadership using Power BI, Snowflake & Excel.
- ❖ Formulated strategic business plans, estimated and forecasted potential cost savings and established yearly, monthly and weekly targets for various 2025 productivity initiatives and metrics within the Operations Centre of Excellence.
- ❖ Collaborated with cross-functional teams, optimized SQL queries, uncovered emerging trends, operational challenges, measured productivity initiative performances and implemented strategic recommendations that drove 20% improvements in operational efficiency resulting in reduced data extraction and manipulation times and enhanced reporting accuracy.
- ❖ Orchestrated and delivered comprehensive presentations, along with daily, weekly and monthly reports to key executives and leadership teams, facilitating strategic decision-making.

### Software Developer – Analytics Application, Loblaw Companies Ltd, Canada

May 2022 to September 2023

- ❖ Engineered and developed a robust data extraction feature within Java application and collected critical metrics and logs from problematic Shoppers Drug Mart stores through GCP.
- ❖ Integrated metrics and logs data with Looker & Grafana for real-time monitoring and analysis with alerts, which resulted in a 32% reduction in incident response times, a 21% decrease in MTTR and a quarterly cost savings of \$100k CAD.
- ❖ Extracted control stores and target stores data from Snowflake and Google Cloud Platform (GCP) and leveraged Power BI, SQL, Looker, Grafana and prescribed key insights and recommendations and driven a 20% increase in operational efficiency, yielding \$75k CAD in quarterly savings.
- ❖ Documented technical, business requirements etc. through detailed flowcharts, data flow diagrams and streamlined workflows for other development teams and assisted them in meeting analytical objectives.

### Stores Delivery Analyst, Loblaw Companies Ltd, Brampton, Canada

April 2021 to April 2022

- ❖ Worked with retail front-end and back-office systems and coordinated with various cross-functional teams and improved checkout efficiency by 10% and reduced transaction errors by 5%.
- ❖ Utilized SQL, Power BI, Excel, and statistical tools to surface insights, create metrics, dashboards, and reports for stakeholders.

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## Skills

### Programming:

- Python
- SQL
- Java (*Framework: Spring*)
- C# (*Frameworks: ASP.NET, VB.NET*)
- JavaScript
- Shell Scripting (Linux)

### BI & Reporting Tools:

- Power BI
- Tableau & Tableau Prep
- Looker Studio
- Google Analytics
- SPSS
- MS Excel
- Grafana

### Cloud, DevOps, VCS, CI/CD:

- Google Cloud Platform (GCP)
- Gitlab CI/CD, GitHub Actions
- Git / GitHub / GitLab
- VS Code, Eclipse
- Jira (Scrum, Kanban)
- Confluence

### AI & ML Skills:

- Generative AI (LLMs, Prompt Eng)
- Predictive & Prescriptive Modeling (Regression, Classification, Forecasting, Recommendation)
- Clustering & Segmentation (K-Means, Hierarchical, DBSCAN/HDBSCAN)
- Data Manipulation & Processing (Numpy, Pandas, Polars)
- Machine Learning & Modeling (Scikit-Learn, XGBoost, TensorFlow)
- Data Visualization (Matplotlib, Seaborn, Plotly)
- Natural Language Processing (NLTK, Gensim)
- Geospatial & Mapping Libraries (ArcGIS, MapInfo, Folium)
- Statistical Analysis & Hypothesis Testing, A/B testing

### Business Acumen:

- Operations Management
- Financial Analysis
- Market Research
- Strategic Planning
- Project Management
- Business Development

- ❖ Queried datasets with SQL and facilitated recurring analyses, reducing data retrieval time by 20% and improving data accessibility.
- ❖ Leveraged data-driven approaches, artificial intelligence tools, best project management practices and successfully transitioned production support initiative for mission critical nationwide pharmacy applications during vendor transition and achieved seamless improved customer experience and minimized disruptions to end-users saving \$100k CAD annually.

#### **Business Development Consultant, FTMS Consultants, Cyberjaya, Malaysia**

*May 2017 to May 2018*

- ❖ Grew leads & customers through marketing campaigns, resulting in 30% increase in client acquisition and 15% revenue growth, generating additional RM 200k per year.
- ❖ Identified target audiences and markets using Google Analytics, SPSS, Excel, and Tableau, improving campaign targeting by 25% and conversion rates by 15%, generating RM 250k additional revenue.
- ❖ Evaluated marketing campaign performance, analyzed sales, and provided insights, increasing marketing ROI by 15% & reducing customer churn by 10%.
- ❖ Conducted market research to identify market development opportunities, risks, and any market trends and prepared reports, research papers and articles.

#### **Software Developer Intern, Sierra ODC Pvt Ltd, Coimbatore, India**

*May 2015 to November 2015*

- ❖ Developed and maintained web and desktop applications, adhering to requirements and industry best practices.
- ❖ Used ASP.NET, VB.NET, ADO.NET, SQL Server, HTML, CSS, JavaScript and other established development tools, guidelines, and conventions with great understanding of MVC architecture.

#### **Education**

- ❖ Post-Baccalaureate Diploma in Business Analytics (PBD-BA)  
*Cape Breton University, Sydney, Canada - 2019 to 2021*
- ❖ Master of Business Administration (MBA)  
*Anglia Ruskin University (FTMS Campus, Cyberjaya, Malaysia) - 2016 to 2017*
- ❖ Bachelor of Engineering (BEng)  
*Anna University (KGiSL Campus, Coimbatore, India) - 2011 to 2015*

#### **Certifications**

- ❖ Microsoft Power BI Desktop for Business Intelligence
- ❖ Google Cloud Big Data & Machine Learning Fundamentals
- ❖ IBM Data Analyst Professional Certificate
- ❖ edX – Data Science & ML Capstone Project
- ❖ Tableau A-Z: Tableau Training for Data Science
- ❖ Agile with Atlassian JIRA

#### **Soft Skills:**

- Adaptability & Agility
- Communication & Leadership
- Critical Thinking & Problem Solving
- Cross-Functional Coordination