

# 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 data-driven 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.

📍 North York, ON, Canada

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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 (KGI SL 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