

NAVANITHAKRISHNAN S

DATA ANALYST

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SUMMARY

Self-driven professional with prior experience as an RPA Developer and a strong foundation in automation and process optimization. Recently transitioned into Data Analytics with a focus on data storytelling, insights generation, and delivering business value. Passionate about solving problems and making data-driven decisions.

TECHNICAL SKILLS

- Data Analysis & Visualization: Excel, Tableau, matplotlib, seaborn
- Programming: Python (pandas, numpy), C, C++
- Databases: MySQL, MongoDB
- Automation Tools: UiPath, Power Automate
- Statistics & Analytics: Descriptive Stats, Probability, Hypothesis Testing, Regression, A/B Testing
- Data Wrangling: Excel, SQL, Python (pandas)
- Version Control: Git, GitHub

PROJECTS

Beverage Sales Analysis

- Conducted a detailed sales analysis to determine where to open the next store or focus marketing efforts across Germany.
- Integrated regional population data to discover high-population, low-sales states, revealing untapped market opportunities.
- Identified high-performing product categories and customer segments to guide decisions on new store locations and targeted marketing.
- Designed and published a fully interactive Tableau dashboard to visualize the above analysis enabling interactive exploration of sales and customer data across states and regions.

Tamil Nadu GDDP Summary Dashboard

- Developed an interactive dashboard to visualize Gross District Domestic Product (GDDP) trends for Tamil Nadu (2011–2023), including sector-wise and district-wise insights.
- Handled data cleaning, transformation and created visualizations such as top-performing districts/sectors, geographical maps with user-friendly filters.
- Managed historical vs. recent data by splitting into two periods (2011–2020 and 2021–2023) due to district boundary changes.

Flawed Bike Sales Data

- Analyzed a large, messy dataset to evaluate the market performance of a specific bike model across Indian states.
- Conducted brand, fuel type, and region-wise analysis on the dataset to uncover trends in bike sales and customer preferences.
- Found critical data quality issues that limited reliable insights; analysis revealed gaps in data collection and structure.

PROFESSIONAL EXPERIENCE

Avasoft - RPA Developer - 1 Year

Feb 2024 - Mar 2025

- Completed a 6 month internship as an RPA Trainee Engineer at Avasoft, gaining hands-on experience in automation development and workflow optimization.
- Worked as an RPA Developer for 8 months, designing and implementing automation solutions to improve operational efficiency.

EDUCATION

PSG College of Technology, Coimbatore

Jun 2019 - Apr 2024

B.E (SW) Production Engineering - CGPA 8.6