

# NAVANITHAKRISHNAN S | Data Analyst

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## Professional Summary

Data Analyst with 1+ year of combined experience in analytics and process automation. Skilled in SQL, Tableau, and Python to transform raw data into actionable insights. Experienced in building interactive dashboards, optimizing data workflows, and supporting business decision-making. Strong foundation in statistics, hypothesis testing, and business problem-solving

## Technical Skills

- **Analytics & Visualization:** Tableau, Excel
- **Databases:** MySQL, MongoDB
- **Programming:** Python (Pandas, NumPy, Matplotlib, Seaborn), Git
- **Statistics:** Hypothesis Testing, Regression, A/B Testing, Data Cleaning
- **Other:** RPA (UiPath), Process Automation
- **Soft Skills:** Analytical Thinking, Problem Solving, Communication, Adaptability

## Projects

### Retail Sales Analytics with SQL: Customer and Product Insights

- Developed a SQL analytics framework to evaluate customer behavior, product performance, and sales trends
- Designed customer segmentation models (VIP, Regular, New) and product performance reports, enabling identification of high-value customers and top-selling products.
- Analyzed sales seasonality, category contributions, and churn risk, delivering 15+ actionable business insights to support data-driven decisions.

*Skills: Python, Pandas, Matplotlib*

### Beverage Sales Analysis

- Identified high-potential regions in Germany for retail expansion by integrating sales with population data.
- Highlighted underperforming product categories and recommended targeted marketing focus.
- Published an interactive Tableau dashboard to support management decision-making.

*Skills: Python, Tableau*

### Tamil Nadu GDDP Summary Dashboard

- Built interactive Tableau dashboard to analyze GDDP (2011–2023) by sector & district.
- Solved data accuracy issues caused by district restructuring.
- Enabled decision-makers to compare district & sector trends dynamically.

*Skills: Tableau, Data Transformation*

### Zepto Inventory Data Analysis (SQL Project)

- Conducted end-to-end analysis of simulated e-commerce inventory using MySQL.
- Created schema, cleaned data, and derived insights on pricing, stock, and revenue.

*Skills: SQL, Data Cleaning, Joins, Aggregations, Case Logic, Business Intelligence*

## Professional Experience

### Avasoft — RPA Developer

Feb 2024 – Mar 2025

- Developed automation workflows that reduced manual processing time by 30%.
- Collaborated with cross-functional teams to identify inefficiencies and propose data-driven solutions.
- Strengthened analytical mindset by working on structured process optimization.

## Education

B.E. (SW) Production Engineering – PSG College of Technology, Coimbatore (2019–2024) | CGPA: 8.61