K A Esha Thangamma

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PROFESSIONAL SUMMARY

Data analyst with expertise in Python, SQL, and Tableau, experienced in data cleaning, visualization, and analysis to drive actionable insights. Proficient in tools like Power BI, Excel, and Jira, with a strong foundation in data-driven decision-making and continuous learning.

SKILLS SUMMARY

- **Languages**: Python, SQL
- **Libraries**: Pandas, NumPy, Matplotlib, Scikit learn
- **Database**: MySQL, Postgres SQL
- **Platforms**: Visual Studio Code, Jupyter Notebook
- **Others**: GitHub, Data Visualisation, Data Analysis, Tableau, Advance Excel, Jira, Data Cleaning, Power BI, AWS EC2, S3

WORK EXPERIENCE

Data Analyst | TATA Consultancy services, Bengaluru, IN   August 22- October 24

- Conducted in-depth data analysis to support business strategy development, contributing to a 15% increase in operational efficiency.
- Analysed customer data using SQL queries and Python, uncovering insights that led to a 10% increase in customer retention
- Designed and executed A/B tests for e-commerce platform optimization, leading to a 15% increase in conversion rates.
- Created interactive Tableau dashboards for sales performance analysis, providing insights that contributed to a 10% year-over-year growth in sales efficiency.
- Automated routine tasks by implementing Python scripts, reducing manual effort by 20%

PROJECTS

Optimizing Marketing Strategies through A/B Testing | NumPy, Pandas, Matplotlib

- Conducted a comprehensive A/B test analysis to compare two marketing strategies and determine the optimal approach for future campaigns
- Conducted exploratory data analysis (EDA) on marketing campaign performance metrics, identifying three critical areas of improvement which led to a 15% boost in customer engagement.
- Visualized key metrics like sales, engagement, product views, and cart additions using Matplotlib and Plotly.
- Delivered data-driven recommendations to refine marketing strategies and improve ROI

Algorithmic Trading Strategy | NumPy, Pandas, Matplotlib

- Designed, implemented, and evaluated algorithmic trading strategies using pandas.
- Developed momentum and moving average-based strategies, including analysis of Compound Annual Growth Rate (CAGR).
- Visualized key metrics like closing prices, momentum indicators, and moving averages to identify buy and sell signals using Matplotlib

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EDUCATION

St Joseph Engineering College, Mangalore   **Aug 2018 – Aug 2022**
B.E. – Electronics & Communication – 7 CGPA

CERTIFICATION

Data Science and Machine Learning - (Tutort Academy)   Jan 2024 – Nov 2024