

# GOKUL S

Data Analyst



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LinkedIN



Github



Portfolio

## EXPERIENCE

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### **Data Analyst, NielsenIQ**

03/2025 – Present | Chennai

- Spearheaded the transformation of raw retail and consumer data into actionable insights by applying **advanced data processing techniques** across multiple FMCG categories.
- Collaborated with cross-functional teams including **client service, data science, and operations** to ensure timely and accurate delivery of syndicated and custom reports.
- Utilized proprietary tools and platforms to **clean, validate, and structure large datasets**, ensuring consistency and compliance with global data standards.
- Automated repetitive data workflows using **scripts and macros**, reducing processing time by up to 30% and improving overall operational efficiency.

## PROJECTS

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### **Airline Reservation Application**

This Android application is developed using XML and Java in Android Studio, with Firebase as the backend database. Additionally, it features a time-saving option to scan ATM cards for payment.

### **Space Shooting Game**

This is a simple Space Shooting Game developed in Java using the Eclipse IDE. The objective is to shoot down incoming enemy spaceships while avoiding collisions.

### **Fake Instagram Profile Detection**

Developed a machine learning-based system to detect fake Instagram profiles by analyzing behavioral patterns, profile metadata, and engagement metrics.

### **Evaluation of Soft Tissue Sarcoma using Vision Transformer (ViT)**

The ViT model is a state-of-the-art deep learning architecture that has shown promising results in various computer vision tasks, including medical image analysis.

## EDUCATION

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### **Master of Computer Applications,**

09/2022 – 05/2024 | Vellore

*Vellore Institute of Technology*

CGPA: 8.59/10.00

### **Bachelor of Computer Applications,**

08/2019 – 05/2022 | Vellore

*Vellore Institute of Technology*

CGPA: 8.43/10.00

## SKILLS

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### **Scripting Language:**

HTML, CSS, JS, Typescript, PHP

### **Programming Languages:**

JAVA, Python, C

### **DB:** SQL

**Visualization Tools:** R, PowerBI, Excel

## ACHIEVEMENTS

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- Participated and won **Best Project Award** in Hacakthon Code for life against 70+ teams.
- Online Internship Completion at OneStop Platform.
- Completion of Data Analytics and Visualization job simulation by Accenture.
- Attended AICTE-VAANI 3 days **workshop on GEN-AI** at Vel-Tech University.
- Volunteer on organizing ACM India Council[15 daysWorkshop] on **Cybersecurity**