GOKUL KRISHNARAJ
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EDUCATION
Saint Joseph's University, Haub Business School, Philadelphia, PA   **December 2016**
Master of Science – Business Intelligence and Analytics (Major)   **GPA: 3.97/4**
- **Knowledge and Expertise**: Business Intelligence, Business Analytics, Web Analytics, Big Data Analytics, Data Mining, Database Management(SQL), Supply Chain Management, Predictive Analytics, Critical Performance Management and Six Sigma

Loyola College - Chennai, India   **May 2015**
Bachelor of Commerce-Finance (Major)   **GPA: 3.78/4**
- **Knowledge and Expertise**: Financial Accounting, Cost Accounting, Management Accounting, Advanced Corporate Accounting, Business Management, Business Environment and Ethics, General Economics, Taxation, Stock Market Operations, Business Law, General Statistics, Financial Management

Trained in Software Engineering at Apollo Computer Education Ltd, Chennai   **July 2015**
CERTIFICATION
1. Hadoop 2. Python 3. R (Coursera) 4. Business Intelligence (SAS Institute)

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TECHNICAL SKILLS
Programming languages   **:** C, C#, Python, SQL
Web technologies   **:** HTML 5, CSS, jQuery, JavaScript
Business intelligence tools   **:** Spread sheets, OLAP, Dashboard, Data mining, Data warehousing,
Analytics software /statistical tools **:** Tableau, Google Analytics, Hadoop, SAS, JMP, R, JIRA
Database   **:** Oracle

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EXPERIENCE
Business Analyst, **Thomson Reuters**, Times Square, New York**.**   **Internship, June2016– December2016**
Compass Time Tracking Analysis
- **Anomaly Detection –** Analyzed the compass time tracking tool, found the patterns of the employee's activity, identified the critical anomalies and narrowed down the errors.
- **Reporting Blocked User –** Achieved in identifying the blocked employee and reported it to the Manager, enabled assistance to the employee for the efficient completion of the task.
- **Root Cause Analysis –** Performed the root cause analysis, tracked and segmented the critical reasons for the breakdown of the tool through different parameters/dimensions by performing **decision tree** approach.

JIRA Analysis
- Analyzed JIRA Projects based on the RAG status and developed insight, increased their functionality and achieved an increase in the performance by 3%.
- Assisted and transformed the critical projects to new version of tool chain.
- Assisted and developed internal tools for data analysis.

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PROJECTS
Web Analytics   **August to December 2015**
- Created a website named Indians in Philly (a website to benefit people in locating Indian restaurants & groceries), analyzed users' statistics and generated insights using **Google Analytics** and **Tableau**.
- Built website tests (**A/B &Multivariate** tests), optimized website and search engine.

Predictive Modeling   **June to August 2016**
- Developed a statistical model, predicted the children living under poverty line in Bolivia using the survey data set through several predictive techniques employing SAS Miner.

Competing on Analytics   **August 2015 to June 2016**
- Conducted case study on CavinKare's business processes, helped create more competitive advantage and compete better internally and externally on analytics. Also, value chain analysis was done and identified activities where its business appears to be at a competitive disadvantage and improvements proposed for the value chain of CavinKare.
- Developed new pricing strategy based on the R and Python analyses for the Milkshake products which boosted their revenue by 3.25%.

Big data analytics   **2015-2016**
- Performed analytics on supply chain management of few firms and also big data analytics on companies employing SAS, R and Python, found hidden patterns, unknown correlations, market trends, customer performance and other useful information.
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HONORS/AWARDS / LEADERSHIP
- Rev.Fr. Albert Muthumalai Gold Medal, Loyola College, Chennai, India   **2015**
- All Rounder of the School, Don Bosco Mat. Hr. Sec. School, Chennai, India   **2009-2010**
- District, State Sports Award winner   **2009-2010**
- Joint Cultural Secretary, Loyola Student's Union, Chennai, India   **2014-2015**