

# Gowtham Mani

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## PROFESSIONAL EXPERIENCE

### Cognizant Technology Solutions

Data Analyst

Chennai, India

Jan 2021 - Jan 2023

- **Data Pre-processing** - Led critical data cleaning, normalization, and transformation initiatives to ensure data integrity, enhancing the accuracy of analysis and enabling data-driven decision-making in business operations.
- **SQL Querying** - Formulated intricate SQL queries, work collaboratively to analyse customer behaviour across 1M+ records; insights led to the development of targeted marketing strategies, increasing conversion rates by 18% within three months.
- **Server & Database Management** - Maintained servers and databases, optimizing performance with regular updates, backups, and performance tuning.
- **Statistical Analysis** - Applied statistical methods to clean, organize, and analyse large datasets, ensuring data accuracy and reliability.
- **Workflow Debugging** - Debugged application workflows, resolving issues to enhance system functionality and efficiency.

## SKILLS & TOOLS

**Data Structures & Analysis** - Data Structures, Statistical Analysis, Machine learning, Exploratory Data Analysis

**Programming Languages** - Python[Pandas, NumPy, Scikit-learn, TensorFlow, NetworkX, NLP using nltk, Matplotlib, Seaborn, ARIMA BeautifulSoup], R[ggplot2, Plotly], Julia, HTML/ CSS

**Databases & SQL** - SQL, MySQL, MongoDB, SSMS, Google Data studio, Azure DB, Azure Data Factory

**Visualization Tools** - Power BI, Tableau, Looker, Grafana, Alteryx, Advanced MS Excel, UI/UX design tools

**Cloud & Development** - Azure fundamentals, Agile framework, JIRA, Snowflake, ETL, SAS

## INTERNSHIPS

### Heavy Alloy Penetrating Project (Central Govt. of India), TN, India

Nov 2019 - Jan 2020

Data Analyst Intern

- Developed a machine learning-enhanced dashboard using Python (Pandas, Matplotlib) and Excel, integrating regression analysis for real-time pH measurement insights. This tool, used by 15 engineers, improves reporting efficiency and data-driven decision-making.

### Larsen & Toubro Limited, Chennai, India

Aug 2020 - Sept 2020

Data Analyst Intern

- Led data cleaning efforts using Excel and Python, optimizing sales data for statistical modeling(Logistic Regression) and machine learning(Customer Segmentation), which resulted in the extraction of critical insights that boosted customer retention rates by 15% in the retail sector.

## EDUCATION

### Master of Science - Data Analytics

University of Central Florida, Orlando

Aug 2024

GPA 3.6/4.0

Expertise: Advanced Data Structures, Applied Statistics, Machine Learning, DBMS, Data Engineering, Interactive Data Visualization

### Bachelor of Engineering - Robotics and Automation

PSG College of technology, India

May 2021

GPA 3.7/4.0

Expertise: Python, Data structures, Statistics, Robot kinematics, Database, Automation

## PROJECTS

- **KPMG - Florida Health Care Analysis** - Engaged with real time data, refined, and understood the healthcare requirements of Florida residents, pinpointed ailments, gathered data, employed Naive Bayes, K-Nearest Neighbours (KNN) &Support Vector Machines (SVM) algorithms and forecasted outcomes utilizing **ARIMA** to achieve optimal results. Constructed interactive dashboards ([link to Dashboard](#)) and delivered presentation to the **KPMG** group.
- **Twitter Sentiment Analysis** - Used MongoDB to extract data from Twitter, implemented NLP for text analysis, written and employed sentiment analysis to gauge emotions. Presented a time-wise visualization of overall public sentiment in T-kinter.
- **Dynamics of LinkedIn** - Applied homophily, Community detection, Triadic closure and machine learning models on LinkedIn dataset using Julia/python [NetworkX] to cultivate and enhance mutual relationships within the professional sphere.
- **Customer Segmentation** - Analysed customer data using K-means clustering to create discrete segments according to demographics and behaviour. Applied insights for focused marketing and represented using various Power BI charts.

## CERTIFICATIONS

Google Data Analytics Professional Certificate

SQL for Business Intelligence

Microsoft Power BI

Python for Data Analytics

NLP with Python for Machine Learning

Microsoft Data preparation using Excel