

# JAI HARI NATARAJ S

Data Analyst

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[LinkedIn](#) | [GitHub](#) | [Portfolio](#)

## PROFESSIONAL SUMMARY

- A Data Analyst who works with unrefined, structured datasets and makes them analysis-ready using Python, SQL and exploratory data analysis (EDA).
- Applies strong analytical and problem-solving skills to uncover trends and performance drivers through KPI analysis, visualization and statistical modeling using Linear and Logistic Regression.
- Translates analytical findings into clear data storytelling through dashboards and reports built in Excel and Power BI.

## TECHNICAL SKILLS

**Programming & Querying:** Python, SQL, SQLite

**Analytical Libraries:** Pandas, NumPy, Matplotlib, Seaborn, scikit-learn

**BI & Reporting:** Power BI, Microsoft Excel

**Version Control & Tools:** Git, GitHub

## PROJECTS

### Tamil Nadu SIR 2026 Draft Voter Roll Impact Analysis [View](#)

**Tools:** Python, SQLite, Pandas, NumPy, Matplotlib, scikit-learn, Web Scraping, Excel

- Analyzed electoral roll changes across 234 constituencies using large public datasets and identified a net removal of nearly 97 lakh voters after SIR 2026.
- Classified about 68% of constituencies as high or critical impact by comparing voter removals with election victory margins and validated results using Logistic Regression with nearly 98% accuracy.

### Zomato Restaurant Data Analytics - Customer Behavior Analysis [View](#)

**Tools:** Python, Pandas, NumPy, Matplotlib, Seaborn

- Conducted analysis on a sample dataset of 148 Zomato restaurant records to evaluate customer preferences, restaurant categories, pricing ranges, and ordering behavior.
- Identified that restaurant ratings were concentrated between 3.5 and 4.0, online-order restaurants received higher average ratings, and most couples preferred mid-range restaurants priced around 300 rupees.

### End-to-End Customer Churn Analysis for Bank Customers [View](#)

**Tools:** Power BI (Power Query, DAX), Data Modeling (Star Schema), Microsoft Excel, CSV

- Analyzed churn patterns for about 10,000 bank customers and calculated an overall churn rate of 20.4% using KPI metrics and data modeling.
- Identified high-risk customer segments based on age, credit score, balance, activity level and presented insights through data-driven storytelling using an interactive Power BI dashboard.

## EDUCATION

### Bachelor of Engineering (EEE) CGPA: 8.82

2020 - 2024

AAA College of Engineering and Technology (Anna University)

## CERTIFICATIONS

- Databases and SQL for Data Science with Python - IBM [View](#)
- Data Visualization and Dashboards with Excel - IBM [View](#)
- Data Analysis with Python - IBM [View](#)

## ACHIEVEMENTS

- Secured 1<sup>st</sup> Rank in Semester Examinations of the Anna University (2022 - 2023).