

# JITH JAMES FERNANDEZ

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## PROFESSIONAL SUMMARY

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Master of Data Science graduate (July 2024) with combined 2 years of experience in data analysis, data engineering, and business intelligence, spanning academic research and professional roles. Adept at data storytelling and dashboard building, I specialise in designing intuitive, impactful dashboards and translating complex datasets into actionable insights, ensuring stakeholders understand and utilise information effectively. A natural storyteller and problem-solver, I am persistent in uncovering solutions and ensuring my insights resonate with diverse audiences. Skilled in tools like SQL, Power BI, and data pipelines, I bring a results-driven approach that combines technical expertise, analytical precision, and a collaborative mindset to bridge the gap between data and decision-making, delivering impactful solutions.

## CORE SKILLS

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- **Data Engineering & Analytics:** Advanced SQL, spatial data analysis, data transformation, data modelling, ETL processes, and data quality improvement.
- **Business Intelligence:** Power BI (DAX, Power Query), QLIK, data storytelling, and dashboard development.
- **Technical Proficiency:** Oracle, Python, advanced data visualisation techniques, and reporting tools.
- **Collaboration:** Stakeholder engagement, cross-functional team collaboration, and requirements gathering.
- **Agile Methodology:** Sprint planning, iterative delivery, and risk mitigation.
- **Technology Enthusiast:** Passionate about AI, machine learning, and modern data-driven solutions.

## EMPLOYMENT HISTORY

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### Sales Team Member (Telco)

JB HiFi, Perth WA | Nov 2023 - Present

- Exceeded KPIs by tailoring solutions to customer needs, showcasing **strong analytical and interpersonal skills**.
- Simplified technical product information for non-technical customers, ensuring a **20% improvement** in satisfaction scores.
- Recognised as the **Top Salesperson** in Telco for Nov and Dec 2024, bringing the highest telco incentives to the store in the entire area.

### Data Engineer

Guidehouse, India | Nov 2021 – July 2022

- Built **Power BI dashboards** to provide insights into large medical datasets, supporting business improvements and operational efficiencies.
- Designed ETL workflows using **SQL** and **SSIS**, achieving a **15% reduction** in data rejection rates.
- Led an automation initiative with **Power Automate**, reducing maintenance team workflow overhead by **80%**.
- Enhanced **data governance** compliance by collaborating with cross-functional teams.

### Teaching Assistant (Python Programming)

DDU-GKY – Govt. India | Feb 2022 – May 2022

- Delivered Python programming curriculum, achieving an **85% job placement rate** for non-CS graduates.
- Provided **mentorship**, improving comprehension of technical concepts among diverse audiences.

## PROJECTS

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### WA Crime Analytics Dashboard (Independent Project)

[LinkedIn post link](#) | Nov 2024

- Created an interactive **Power BI dashboard** analysing WA crime data across districts and categories.
- Derived actionable insights into crime trends, aiding **data-driven policymaking**.
- Streamlined raw data processing using Power BI and applied **advanced DAX measures** for comparative analyses.

### Semantic Word Search - Capstone project

Department of Finance, WA | Nov 2023 – Feb 2024

- Designed an **AI-powered platform** reducing document retrieval time by **99%** through NLP and semantic search techniques.
- Created **data visualisations** to present actionable insights to the leadership team.

### Tuberculosis Classification from Chest X-rays

[GitHub link](#) | Apr 2018 – Sep 2018

- Led a team and developed an AI model achieving **96% accuracy** in TB detection, recognised with the **Best Paper Presentation Award**.

## EDUCATION

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### Master of Data Science

The University of Western Australia | GPA: 6.0/7.0 | Aug 2022 – July 2024

- Focused on Data Analysis, Visualisation, Machine Learning, and Database Management.

### Bachelor of Technology in Computer Science (Honours)

APJ Abdul Kalam Technological University, India | GPA: 9.5/10.0 | Aug 2017 – Jun 2021

- Awarded **Best Outgoing Student** and published award-winning research on tuberculosis detection.

## ACHIEVEMENTS

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- Built a chatbot at Guidehouse, reducing maintenance workload by **60%** using **Power Automate** and **Power Virtual Agent**.
- Delivered a semantic word search platform recognised for operational efficiency improvements.

## REFEREES

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1. **Name:** Leah Bycroft

**Organization:** JB HiFi

**Position Title:** Manager

**Relationship:** Manager

**Phone Number:** 0415543319

**Email Address:** [leahb1981@gmail.com](mailto:leahb1981@gmail.com)

2. **Name:** Aswin T Vinod

**Organization:** Alcoa

**Position Title:** Senior data analyst

**Relationship:** Professional colleague for NLP projects

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