

Kathirvel N

DATA ANALYST

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SUMMARY

Entry-Level Data Analyst with expertise in SQL, Excel, Python and Power BI. Completed 6-month internship at Besant Technologies working on real world data projects. Passionate about data-driven decision making, solving and delivering insights. Seeking an opportunity to apply analytical skills in a dynamic environment

SKILLS

Programming Languages : Python, SQL, SAS

Data Visualization : Power BI, Excel

Databases: MySQL, SQL Server, PostgreSQL

Tools & Libraries: Git, GitHub, Postman, VS code, Jupyter Notebook, Pandas, NumPy, Matplotlib, Seaborn

General Skills: Data Modelling, Problem Solving, Logical Thinking, Communication.

PROJECTS

Customer Compass: Customer Segmentation & Behaviour SQL Analysis

April 2025 – Present

Tools: SQL, MySQL Workbench, Database Design

- Designed a highly **normalized relational database** from scratch following **1NF, 2NF, and 3NF** principles to ensure **data integrity, avoid redundancy, and support scalable analytics**.
- Modeled **complex relationships** like many-to-many segmentation using associative (junction) tables and **historical tracking mechanisms**.
- Created detailed **ERD and DDL** scripts to implement a **real-time schema** structure simulating **real-world e-commerce behavior**.
- Project designed with a strong focus on **query optimization, schema clarity, and future-ready BI integration**.
- **Status**: Currently generating mock data and preparing for **Power BI dashboard** development.

BLINKIT Customer Insights Dashboard

March 2025

Tools: Power BI, DAX, Data Cleaning, Data Visualization

- Developed a comprehensive Power BI dashboard to analyze **Blinkit's customer purchase behavior** and operational metrics.
- Created interactive visuals to track **daily orders, product performance**, delivery efficiency, and **customer segmentation**.
- Designed intuitive slicers and filters to allow dynamic data exploration by city, product category, and time.
- Derived actionable insights to improve delivery time and product stock management.
- Presented data in a storytelling format, making it accessible to non-technical stakeholders.

EDUCATION

Jamal Mohammed College

Bachelor of Business Administration

2020 - 2023, Trichy

CGPA - 8.1

COURSES AND CERTIFICATIONS

- **Data Analytics** – Besant Technologies
- **Advanced Excel**- Udemy
- **SQL** - Udemy