Abinaya K R

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Chennai, TN

Summary

Results-driven Data Analyst with extensive experience in data analytics on large datasets, solving B2C problems. Proficient in SQL, Python, and Tableau, with a strong background in product management, revenue growth, and design thinking. Adapt at using data analytics, market research to drive customer insights and prioritize product initiatives. Excellent communication and presentation skills, seeking to leverage analytical skills and domain expertise to drive business objectives and customer satisfaction in a dynamic environment.

Technical skills

Data Management:

- **Databases:** MySQL, MSSQL, PostgreSQL
- **Data Warehousing:** OLAP

Data Modeling:

- Power BI, DAX, Power Query

Data Analysis and Techniques:

- **Programming Languages:** Python, R
- **Data Visualization:** Tableau, Power BI
- **Statistical Analysis:** SAS, Statistical Modeling
- **Predictive Analytics:** Machine Learning, Predictive Modeling, Data Mining
- **Techniques:** Statistical Analysis, Data Cleansing, Data Wrangling

Tools:
- Advanced Excel (Macros & VBA)

Experience

Data Analyst

Stucred - A divison of Kreon Financial services Pvt Ltd • Chennai
09/2023 - Present

- Designed and developed OLAP data models and Power BI datasets to support analytics platforms.
- Utilized SQL, Python, and Tableau for comprehensive data analysis, *driving customer insights and product initiatives.*
- Created interactive Power BI reports and dashboards, providing actionable insights to support business decisions.
- Collaborated with cross-functional teams to gather requirements and translate business needs into technical specifications.
- Automated reporting processes, reducing reporting time by *20% and improving overall efficiency.*
- Developed predictive models for risk assessment and fraud detection, enhancing user engagement and app development.

ML Data Associate

Amazon • Chennai
06/2022 - 09/2023

- Conducted data collection and analysis tasks related to performance and operational metrics, contributing to the advancement of machine learning capabilities.
- Leveraged customer-centric data-driven decisions to optimize overall operational processes, achieving a *20%*

- Leveraged customer-centric data-driven decisions to optimize overall operational processes, achieving a *30% reduction in process* completion time.
- Implemented process improvements, resulting in a *20% increase in the accuracy* of customer experience assessments, enhancing overall customer satisfaction.
- Performed in-depth market and competitive analysis, supporting strategic decision-making and process improvements.
- Combined customer insights and domain expertise to contribute to the development of innovative solutions, enhancing product features and user experience.

Process Associate

AGS health • Chennai
08/2021 - 06/2022

- *Reduced billing discrepancies by 78%* through proactive communication and investigation of issues.
- Spearheaded the implementation of a customer satisfaction program, leading to a 25% increase in customer satisfaction.
- Analyzed and stored large amounts of data using VMWare software, streamlining data management and improving data accuracy and accessibility.

Education

Chemical Engineering

Sri Venkateswara college of engineering • Chennai, TN
09/2020
Relevant coursework: *Intermediate programming and calculus, Probability & Statistics, Linear Algebra, MATLAB*

GPA - 8

Projects

HR Analytics Project : Employee Retention Portfolio
AI Variant (March 2023 - April 2023)

- Conducted comprehensive business research to identify significant variables impacting employee retention, leveraging research databases for data gathering.
- Developed a predictive model with a *32% increase in accuracy*, aiding in the identification of employees at high risk of leaving the organization, supporting strategic client programs.

Financial Analytics Project : Bank Loan Analysis
AI Variant: (May 2023 - June 2023)

- Performed detailed analysis of historical loan data, including financial KPIs and trends, using advanced research databases.
- Identified that *97% of customers have fully paid status*, indicating strong repayment behavior and supporting risk assessment strategies.
- Examined the impact of interest rate changes on borrowing costs, highlighting the correlation between interest rates and borrowing expenses, supporting financial decision-making.

Soft skills

Interpersonal Communication, Critical Thinking and Problem Solving, Team Work, Presentation Skills, Project Management, Customer Service, Attention to Detail,Adaptability.

Certificates

Google Data Analytics Professional, Google Advanced Data analytics Professional, Exploring SAP analytics cloud, Data analysis with Python (Freecodecamp), Lean six sigma green belt, Business communication, Microsoft Certified PowerBI data analyst Associate

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Social Sites

LinkedIn: https://www.linkedin.com/in/abinaya-k-r-a852641b2/

Github : https://github.com/krabinaya13