

#### Latha M

Data Analyst | Data Scientist | Transforming Data into Actionable Insights

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9 Bengaluru, India



#### **About Me**

Results-driven Data Analyst with a strong foundation in data analysis, visualization, and modeling. Proficient in leveraging tools like Python, SQL, and Power BI to collect, interpret, and present complex datasets. Skilled in statistical analysis, machine learning techniques, and developing actionable insights to drive strategic decisionmaking. Adept at collaborating in cross-functional teams to deliver impactful business solutions.

#### Skills

#### Programming Languages

- Python (Pandas, NumPy, Matplotlib)
- ▶ R
- ▶ SQL

#### **Database Management**

- MySQL
- PostgreSQl

#### Data Visualization & Reporting

- Excel
- ► Tableau
- Power BI (Advanced DAX, Power Query, Data Modeling)

#### Advanced Excel

- Pivot Tables
- ▶ VLOOKUP
- Macros

#### Machine Learning Basics

- Supervised, unsupervised learning
- ► Linear Regression, Logistic Regression
- Decision Trees
- Model evaluation (accuracy, precision, recall, F1-score)

#### ETL & Data Engineering

- Data extraction, transformation, and loading (ETL)
- Data lineage, data quality management
- ▶ JIRA, Git

# **Professional Experience**



#### February 2025 – April 2025

#### AI/ML with Data Science Intern, YBI Foundation

- Conducted data cleaning, preprocessing, and exploratory analysis on large datasets using Python, Pandas, and NumPy.
- Developed and fine-tuned ML models for classification, regression, and clustering using Scikit-learn.
- Visualized data patterns and model results with Matplotlib and Seaborn for clear, actionable insights
- Collaborated on Al-driven projects aimed at solving real-world social impact challenges.
- Documented model performance metrics (accuracy, precision, recall) and proposed improvement strategies.
- Delivered final project presentations to mentors and team leads, highlighting Al/ML solutions and business implications.



### July 2024 – December 2024

manual reporting.

# Data Analyst Course, Besant Technologies Automated Data Processes: Streamlined workflows using Python and ETL pipelines, reducing report generation time by 30% and improving operational efficiency.

- Business Intelligence & Reporting: Designed and delivered a customizable Power Bl dashboard, increasing reporting accuracy by 20% and saving 12 hours per week in
- Data Integrity & Auditing: Conducted regular database validation and audits, enhancing data accuracy and consistency by 98%, directly contributing to strategic decision-making.
- Data Optimization: Applied advanced data cleaning and normalization techniques, reducing data processing time by 15% and ensuring seamless integration into dashboards

#### Education

# Master of Computer Applications (MCA)

# Christ Academy Institute for Advanced Studies (CAIAS)

October 2024 | Bengaluru, India CGPA – 8.1

# Bachelor of Computer Applications (BCA)

(BCA)
Christ Academy Institute for Advanced

Studies (CAIAS)

September 2022 | Bengaluru, India CGPA – 8.32

### **Projects**

# **Customer Churn Prediction** Python Machine Learning SQL Identified key risk factors contributing to

- Developed a predictive model using Logistic Regression and Random Forest, achieving 90% accuracy.
- churn and recommended targeted retention strategies.
- Provided actionable insights to improve customer retention.

# Paris Olympics 2024 Dashboard



- Olympics KPIs (medal counts, athlete performance, scheduling) by integrating historical and real-time data.
- Applied advanced DAX to calculate metrics (e.g., medals per country, performance trends) and created visualizations (heatmaps, bar/line charts).

#### Twitter Sentiment Analysis



- Implemented Python and NLP techniques to analyze real-time sentiment from over 10,000 tweets.
- Visualized sentiment trends using Matplotlib and Seaborn to present insights on public opinion for real-time
- Leveraged the findings to assist in social media strategy for targeted campaigns



#### **HR Analytics Dashboard Project**

Excel (PivotTables, formulas, dashboards)

November 2024

Developed an interactive Excel dashboard to analyze HR metrics, including employee turnover, demographics, tenure, and regional distribution, enabling data-driven workforce decisions.



#### Ecommerce Sales Dashboard

July 2024 Excel Power BI DAX Power Query SQL

- Developed an interactive sales dashboard using Power BI to analyze and visualize sales data from multiple sources.
- Initiated dynamic visualizations includ bar charts, line graphs, and heat maps to track key metrics such as total sales, regional performance, and product trends.
- Presented insights and actionable recommendations to senior management leading to a 15% improvement in sales

#### Forage Virtual Internships

## Accenture - Data Analytics and Visualization Job Simulation Internship



Cleaned, modelled and analyzed 7 datasets to uncover insights into content trends to inform strategic decision.

Completed

#### British Airways - Data Science Internship

Completed a simulation focussing on how data science is a critical component of British Airways' success.

- Scraped and analysed customer review data to uncover findings.
- Built a predictive model to understand factors that influence buying behaviour.

#### PwC - Power BI Virtual Internship

January 2025

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- Completed a job simulation where I strengthened my PowerBI skills to better understand clients and their data visualisation needs.
- Demonstrated expertise in data visualization through the creation of Power BI dashboards that effectively conveyed KPIs, showcasing the ability to respond to client requests with well-designed solutions
- Leveraged analytical problem-solving skills to examine HR data, particularly focusing on gender-related KPIs, and identified root causes for gender balance issues at the executive management level, highlighting a commitment to data-driven decision-making.



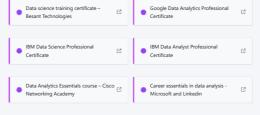
#### KPMG - Data Analytics Virtual Internship

May 2025

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- Performed data quality assessment and cleaning on customer datasets
- Created dashboards and visualizations to present key insights to stakeholders Developed data-driven recommendations for client engagement strategies

#### Certifications



Programming for everybody (getting Introduction to Machine Learning - Duke University (Coursera)

## key Achievements

- Automated data workflows, saving 30% of report generation time.
  Improved data accuracy by 98% through regular validation and audits.
  Delivered actionable insights that led to a 15% improvement in sales strategies.