



Latha M

Data Analyst | Data Scientist | Transforming Data into Actionable Insights

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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 decision-making. 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 AI-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 AI/ML solutions and business implications.

July 2024 – December 2024

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 BI dashboard, increasing reporting accuracy by 20% and saving 12 hours per week in manual reporting.
- 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)

Christ Academy Institute for Advanced Studies (CAIAS)

September 2022 | Bengaluru, India
CGPA – 8.32

Projects

Customer Churn Prediction

December 2024

PythonMachine LearningSQL

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

Paris Olympics 2024 Dashboard

October 2024

ExcelPower BIDAXPower QuerySQL

- Built an interactive dashboard tracking 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

August 2024

Machine LearningPythonExcel

- 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 monitoring.
- Leveraged the findings to assist in social media strategy for targeted campaigns.

HR Analytics Dashboard Project

November 2024

Excel (PivotTables, formulas, dashboards)

- 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

ExcelPower BIDAXPower QuerySQL

- Developed an interactive sales dashboard using Power BI to analyze and visualize sales data from multiple sources.
- Initiated dynamic visualizations including 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 strategies.

Forage Virtual Internships

Accenture - Data Analytics and Visualization Job Simulation Internship

July 2024

- Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture
- Cleaned, modelled and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions

Completed

British Airways - Data Science Internship

January 2025

- 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.

Completed

PwC - Power BI Virtual Internship

January 2025

- 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.

Completed

KPMG - Data Analytics Virtual Internship

May 2025

- 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

Completed

Certifications

Data science training certificate – Besant Technologies

Google Data Analytics Professional Certificate

IBM Data Science Professional Certificate

IBM Data Analyst Professional Certificate

Data Analytics Essentials course – Cisco Networking Academy

Career essentials in data analysis - Microsoft and LinkedIn

Programming for everybody (getting started with Python) - Coursera

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**.