

# Sri Sainee Thirumurugan

## Data Analyst

Melbourne, Victoria

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**Portfolio:** <https://srisainee.github.io/portfolio>

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## Career Objective

Results-driven and detail-oriented Data Analyst having well-developed teamwork, communication, and problem-solving skills. Seeking a challenging role as a Data Analyst where I can apply my expertise in data visualization, statistical analysis, and data-driven decision-making to contribute to the growth and success of a dynamic organization. Eager to bring a combination of technical proficiency, strategic thinking, and a continuous learning mindset to excel in a collaborative and innovative work environment.

## Education

Master of Data Science – RMIT University

July 2019 – June 2021

Bachelor of Engineering (Computer Science and Engineering) – Anna University

August 2015- May 2019

## Work Experience

### Data Analyst

October 2021 – Current

Movember, Melbourne

#### Achievements:

- Migrated business reporting from PowerBI to Tableau and in the process improved quality and performance to better suit business requirements.
- Conducted analysis for stakeholders and presented results tailoring the language for the specific stakeholders.

#### Responsibilities:

- Collaborated with cross-functional teams to gather and define business requirements for data analysis and reporting.
- Utilised Asana's Kanban boards to provide updates on project progress, manage tasks, and ensure timely project delivery.
- Conducted data extraction, cleaning, and preparation using SQL and Python from Snowflake and Amazon S3 for data analysis, to support decision-making and data-driven insights.
- Conducted data analysis and modeling using tools such as Python, Tableau, and SQL to identify opportunities for business growth, strategic development of engagement, and retention.
- Conducted statistical tests such as Chi-squared tests and A/B tests in Python to evaluate the effectiveness of marketing email campaigns and incentives.
- Analysed website traffic and user behavior using Google Analytics to understand website engagement.
- Examined patterns and compositions of advertising expenses using Tableau and conducted Media Mix Modelling using statistical analysis and modeling techniques such as regression analysis in Python, to optimize marketing spend.
- Enhanced dashboard performance and analytical efficiency by optimizing and developing custom data views using Snowflake SQL.

**Skills:** Tableau, Snowflake, SQL, PowerBI, Python, Data Visualization, Data Analysis.

## Academic Experience

### Modeling Recyclable Materials Collected and Recycled of Victoria

March 2021 – June 2021

Work Integrated Learning – Sustainability Victoria

#### Achievements:

- Developed a machine learning model that predicts and forecasts the amount of materials that will be recycled in every council in Victoria.

#### Responsibilities:

- Responsible for data collection of kerbside recycling materials of each Victorian council.
- Performed Data Preprocessing to clean the data sets.

- Designed various Machine Learning models such as Linear Regressions, Exponential Smoothing, XGBoost, etc. to forecast future values of recycled materials.
- Designed Time Series models like ARIMA, and FBprophet to predict future values of recycled materials.
- Assisted in creating the dashboard in Python to visualize the results of the models using Plotly.
- Documented the results of the models to compare and decide the best-fit model for the data set.

**Skills:** Python, Data Analysis, Data Pre-processing, Data Visualization, Machine Learning, Time Series Analysis, Agile/Scrum

## Additional Projects

### Translating American Sign Language to Text and Speech

July 2021 – August 2021

Microsoft Student Accelerator Program 2021

#### Achievements:

- Achieved position in the top 10 among a diverse and competitive field of participants in the program.

#### Responsibilities:

- Developed an end-to-end AI solution using Microsoft Azure services.
- Trained Machine Learning model on ASL alphabets using Azure Cognitive Services and Machine Learning Studio.
- Created a web app that accessed the web camera to predict and display the ASL alphabet.
- Used JavaScript's SpeechSynthesis library to convert the text to speech.
- Deployed the web app in Azure Power Apps.

**Skills:** Microsoft Azure, Flask, API calls, Python, HTML, CSS, JavaScript, Machine Learning

## References

Provided upon request.