Lakshmi Narashimman D

Data Analyst

Mobile Number: +917397302150

Email id: lnsimha95@gmail.com

Date of Birth: August 16, 1995

LinkedIn: https://www.linkedin.com/in/lakshmi-narashimman-05682a115/

GitHub Profile: https://github.com/lnsimha95

Location: Bengaluru, Karnataka

Profile Summary

Dynamic and motivated data analyst, skilled in **extracting actionable insights from complex datasets** using Python and SQL. Proficient in **data cleaning, visualization, and statistical analysis**. Ready to apply analytical acumen to drive strategic solutions and enhance business performance.

Skills

- Python
- SQL
- PowerBI
- Excel
- R
- Tableau
- Data Cleaning
- Critical thinking
- Problem-Solving
- Communication
- Dashboard creation
- Business Intelligence (BI)
- Machine Learning (ML)
- Attention to detail
- Data Visualization
- Data Modelling
- Data Storytelling
- Data Analysis
- Time management
- Statistical Analysis

Projects

Walmart sales prediction and forecasting

- ✓ Conducted an analysis to forecast and predict the sales of 45 Walmart stores
- ✓ Utilized Python and PowerBI to preprocess, predict, and forecast the dataset
- ✓ Constructed a forecasting and prediction model with 95% accuracy

Cult classics of Tamil cinema

- ✓ Analyzed the data on top 100 cult-classics Tamil movies by scraping it from IMDB website
- ✓ Employed Beautiful Soup and Python to carry out a detailed Exploratory Data Analysis
- ✓ Generated exciting insights on the peak and fall of cult-classics in Tamil cinema

Visualizing the test performance of Indian cricket players

- ✓ Built a performance dashboard of Indian cricket players performance in the test format
- ✓ Applied PowerBI and Excel to collect, refine, and visualize this dataset
- ✓ Extracted valuable insights on fielding, all-rounders, partnerships and run-outs

Mall customer segmentation

- ✓ Analyzed and segmented a dataset on customers visiting a mall with various clustering algorithms
- ✓ Wrangled and segmented the model with Python
- ✓ Segmented customers based on age, spending and income levels

Forecasting customer visits to an ice-cream shop

- ✓ Analyzed, visualized and forecasted number of customers visiting an ice-cream shop
- ✓ Leveraged Python to clean, pre-process and forecast the customers visiting the ice-cream parlor
- ✓ Developed a time series model that can forecast the number of customers with 95% accuracy

Education

- ▪ Certification in "What is data science?" from Google offered through Coursera in 2021
- ▪ Certification in "Foundations of data analytics" from Google offered through Coursera in 2021
- ▪ Earned a Master's degree in Economics from Loyola College with 76% from 2016- 2018
- ▪ Secured a Bachelor's degree in Economics from MES Degree College with 81% from 2013 - 2016

Work Experience

Senior Content Writer – Locus.sh – Bengaluru, Koramangala – Feb 2020 – Present

- ▪ Analyzing, pre-processing, and visualizing the app performance data
- ▪ Capturing and analyzing the content performance using Google analytics, Python, and Excel
- ▪ Crafting content for blog, infographics, e-books, whitepapers, and videos
- ▪ Offering content strategical recommendations for the team to manage long-form content
- ▪ Drafting content pieces that are increasing the organic traffic of the blog page by 35%

Content Writer – Insnap Technologies – Bengaluru, Vasanth Nagar - June 2018 – Jan 2020

- ▪ Collaborated on long-form content that aims at improving the social media performance
- ▪ Boosted subscriber count by 20% with my content, strategies, and plans
- ▪ Contributed to web-based and SEO content that improved organic performance of blogs by 15%
- ▪ Expanded the content library on B2B data management for an improved organic traffic
- ▪ Analyzed the content performance data, and delivered actionable strategies to the team