Data Analyst/Business Analyst

# MANDALMANIKANTAN P

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## Profile Summary

Skilled Data/Business Analyst with expertise in SQL, Python, and data visualization. Proficient in leveraging data-driven insights and innovative solutions to drive business growth. Seeking a challenging role to apply my technical skills and analytical mindset to drive strategic decision-making and process optimization.

## Skills

- SQL (SQL Server, MySQL, PostgreSQL)
- Python (Pandas, NumPy, SciPy, Matplotlib)
- Excel (VLookup, Conditional Formatting, Pivot Tables)
- Data Cleaning
- Data Visualization
- Statistical Analysis
- Machine Learning
- Data Warehousing
- Data Mining
- Data Storytelling
- Microsoft Power BI
- Tableau

## Projects

### YOUTUBE DATA HARVESTING AND WAREHOUSING USING SQL AND STREAMLIT — February 2024

- Developed a **Streamlit** application with Python for comprehensive YouTube channel data analysis, utilizing **Google API** for channel details.
- Implemented **SQL** database for efficient data storage and querying, enabling seamless data retrieval and **exploration.**
  **Key Achievement**: Streamlined data collection and analysis process, reducing analysis time by 30%.

### PHONEPE PULSE DATA VISUALIZATION AND EXPLORATION — February 2024

- Created a user-friendly Streamlit application in **Python** for interactive data visualization of Phonepe Pulse data.
- Utilized GitHub Cloning, Pandas, **MySQL**, and Streamlit for data acquisition, processing, and visualization.
- Enabled interactive visualizations with **Plotly**, enhancing data exploration and insight discovery.
  **Key Achievement:** Developed a comprehensive data visualization tool, enabling stakeholders to make data-driven decisions.

### AIRBNB ANALYSIS — March 2024

- Developed a Streamlit and Plotly tool for interactive visualization of Airbnb data.
- Utilized Python scripting, **MongoDB** Atlas, and **Pandas** for data acquisition and processing.
- Created interactive **PowerB**I visualizations to analyze pricing and availability trends.
  **Key Achievement**: Delivered actionable insights on pricing strategies and occupancy optimization.

## Work Experience

### DIGITAL MARKETING INTERN — Freightify — September 2021 - January 2022

- Executed marketing campaigns and conducted market research to optimize strategies.
- Analyzed data using various tools to inform decision-making processes.
- Developed communication skills while interpreting and presenting analytical findings.
  **Key Achievement:** Optimized marketing campaigns, resulting in a 15% increase in lead generation.

## Education

### MASTER OF BUSINESS ADMINISTRATION — Saveetha University — Sept 2020
Majors: Marketing, Logistics and Supply-chains Management.

### BACHELOR OF ENGINEERING IN ELECTRONICS AND COMMUNICATION
— Loyola Institute of Technology. — Sept 2015