Melvin Johnson

LinkedIn: melvinjo995 | Github: melvinjo995
melvinjo995@gmail.com | +91 9188865359 | Kerala, India

EDUCATION

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

B.tech in Computer Science
2020-2024 | Ernakulam, Kerala
Viswajyothi College of Engineering and Technology

COURSEWORK

UNDERGRADUATE
- Database Management Systems
- Python
- Operating System
- Data structures and Algorithms
- Artificial Intelligence
- Soft Computing

SKILLS

DATA ANALYTICAL SKILLS
- Python, Java, and C
- Numpy, pandas
- SQL Programming
- PostgreSQL, BigQuery, MySQL
- EDA and ETL processes
- Competitive Analysis
- Data Cleaning
- Statistics
- PowerBi
- Power Query
- Data Wrangling
- DAX
- Data Visualization
- KPI tracking and reporting
- MS Office
- Microsoft Excel
- Google Workspace

SOFT SKILLS
- Effective Communication
- Analytical Problem Solving
- Presentation of Insights
- Adaptability and Flexibility
- Teamwork
- Design Thinking
- Analytical Skills
- Critical Thinking

LANGUAGES

- **English** | Fluent
- **Malayalam** | Native
- **Hindi** | Intermediate

SUMMARY

Data-driven professional with expertise in business analytics, data extraction, and strategic decision-making. Proficient in SQL, Python, Power BI, and Excel, with experience in ETL processes, data modeling, and reporting. Adept at translating data insights into actionable business strategies, supporting key decision-makers in optimizing performance and driving bottom-line impact. Passionate about leveraging advanced analytics techniques to support organizations in building a competitive edge.

PROJECTS

E-COMMERCE PRODUCT ANALYTICS & CUSTOMER INSIGHTS | PowerBi
- Developed data pipelines using Power Query for ETL, ensuring high-quality data integration from multiple sources.
- Designed star schema models and DAX measures, improving KPI accuracy by 20%.
- Created interactive dashboards with slicers, drill-throughs, and visual storytelling to track market trends and user engagement.
- Delivered data-driven insights on customer segmentation, guiding strategic business decisions.

NETFLIX MOVIES AND TV SHOWS DATA ANALYSIS | PostgreSQL
- Utilized SQL queries and analytical techniques to assess content performance, regional preferences, and ratings.
- Applied window functions and string manipulations to extract meaningful insights for content strategy.
- Identified top-performing genres, release patterns, and viewer preferences, enabling data-backed content decisions.

DATA CLEANING FOR DATASETS | Python
- Designed a Python-based data cleaning tool to handle duplicates, missing values, and inconsistencies in large datasets.
- Achieved efficient processing of datasets with 10,000+ rows, improving data accuracy and usability.
- Integrated user-friendly prompts and automated outputs, streamlining data preprocessing workflows.

CERTIFICATIONS

- **MICROSOFT POWER BI CERTIFICATION**
ETL, Data prep, Data analysis, Data visualization

- **AWS: CLOUD PRACTITIONER** | Ongoing
IAM, EC2, ELB, ASG, RDS, ElastiCache, S3

- **INTRODUCTION TO ARTIFICIAL INTELLIGENCE**
Fundamental AI and ML Concepts

- **PYTHON FOR DATA SCIENCE**
numpy, pandas, Matplotlib, Scikit-learn