

## EDUCATION

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UNIVERSITY OF SURREY  
*M.S in BUSINESS ANALYTICS*

SURREY, UK  
*September 2023 – October 2024*

ANNA UNIVERSITY  
*B.E ELECTRONICS AND INSTRUMENTATION ENGINEERING*

CHENNAI, INDIA  
*July 2016 – November 2020*

## WORK EXPERIENCE

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ALGORITZ WEB TECHNOLOGIES, BUSINESS DEVELOPMENT EXECUTIVE, *Chennai, India* *September 2022 – August 2023*

- Proven track record of identifying, qualifying, and converting new business opportunities in the digital marketing sector. Expertise in generating leads, nurturing relationships, and closing deals to expand the company's client base and drive revenue growth.
- Demonstrated ability to educate and inform potential clients about the latest digital marketing trends, strategies, and technologies, showcasing the company's expertise and tailoring solutions to address their unique business objectives.
- Experienced in preparing comprehensive proposals, negotiating contracts, and managing client onboarding to ensure a smooth transition and foster long-term partnerships.
- Consistent track record of tracking and analysing performance metrics to identify areas for improvement and optimize business development strategies.
- Collaborated with cross-functional teams, including marketing, sales, and product development, to deliver comprehensive solutions tailored to client requirements.

SCHIMA SYSNET AND SYSTEMS, *Helpdesk Executive, Chennai, India* *September 2021 – April 2022*

- Respond promptly and professionally to client inquiries via email, phone, and chat, demonstrating empathy and a willingness to assist.
- Create and maintain incident tickets, documenting client issues thoroughly and accurately to ensure timely resolution.
- Diagnose and resolve basic hardware, software, and network-related issues, providing clear and concise explanations to clients.
- Identify and escalate complex issues that require the expertise of senior engineers, ensuring seamless handoffs and client satisfaction.
- Track and document the daily work activities of engineers, ensuring accurate records and accountability. Work closely with engineers to resolve client issues, sharing information and expertise to achieve optimal solutions.

## PROJECTS

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### Data mining and Text Analytics

Utilized SAS Viya for predicting road traffic accidents in the United Kingdom, leveraging data mining and text analytics techniques for data cleansing, prediction, and analysis. Employed sentiment analysis to develop actionable solutions.

### Principle of Analytics

Utilized a range of tools, including Power BI, RStudio, and SPSS Modeler, to identify key predictors of caravan insurance adoption. Performed ROI calculations and implemented precision marketing strategies to effectively increase sales.

### Data and Business Process Management with SAP

Executed a comprehensive SAP project, encompassing material creation, Bill of Materials development, production routings, MRP structures, and cost estimates. Demonstrated proficiency in business process management and cost control by implementing activity-based costing through the establishment of cost centers and performing cost allocations.

## SKILLS

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- **Programming Language:** Python, SQL, R.
- **Technical Skills:** DBMS, Data Visualization, Machine Learning and Predictive Analytics, Econometrics and Statistical Modeling, Optimization and Simulation, Project Management.
- **Other Tools/Software:** Jupyter Notebook, Power BI, Tableau, SAS Viya Google Analytics, MS Excel, Microsoft Word, CRM.