

## Namratha PM

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**OBJECTIVE:** To contribute analytical expertise and data-driven insights in a challenging role as a Data Analyst, fostering informed decision-making and contributing to organizational success.

## EDUCATION

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### ROCHESTER INSTITUTE OF TECHNOLOGY (RIT)

Master of Science (MS) — Electrical Engineering

Rochester, NY

Aug 2014 - May 2017

## CERTIFICATIONS

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### Google Data Analytics Certificate

Google

Online

Oct 2023

- A 26-week immersive professional data analytics course centered on practices and processes used for data analysis.
- Learned key analytical skills (data cleaning, analysis, & visualization) and tools (spreadsheets, SQL, R programming, Tableau).
- Created impactful data visualizations from data findings to illustrate key points in visualization platforms such as Tableau and RStudio.

### Full-stack Software Engineering Certificate

Fullstack Academy, New York

Online

July 2020 - Nov 2020

- A 17-week program centered on full-stack JavaScript development, including the NERD stack (Node.js, Express, React and relational PostgreSQL Databases), React and Redux; along with JavaScript, HTML and CSS fundamentals.
- Built websites from scratch, both front-end and back-end. Learned more about JavaScript basics, databases, data storage, querying data from databases, servers, JavaScript APIs, etc.
- Transferable Skills: SQL, Databases, Querying data, Programming language basics, Work ethics.

## PROJECTS

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### Case Study: Cyclistic, a bike-share company

Oct 2023

- Performed end-to-end data analysis using R and RStudio on a bike share company, Cyclistic involving data cleaning, manipulation, analysis and visualizations to understand the nuanced usage patterns of annual and casual members.
- Presented concise and impactful summaries of the analysis to the Marketing Analyst Team. Formulated a dynamic marketing strategy, leveraging the identified trends, to effectively convert casual riders to annual members.

### Case Study: Bellabeat, a women's health and wellness brand

Nov 2023

- Conducted a comprehensive analysis of smart device fitness data, extracting valuable insights on user behavior, engagement patterns, and trends. This involved data cleaning, querying databases, and performing in depth analysis on performance metrics of users.
- Translated complex findings into clear and impactful visual representations in Tableau and effectively communicated key metrics and trends to stakeholders facilitating informed decision making. Leveraged the data-driven insights to identify opportunities for targeted campaigns, personalized user engagement and other initiatives within the app to enhance user experience and drive business growth.

## ADDITIONAL

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**Technical Skills:** Advanced in SQL, Python, RStudio, R, Tableau, Javascript, NodeJS, HTML/CSS.

**Languages:** Fluent in English, Hindi and Kannada