

## Task 1: Resume

# NEVIN THEKKEPARAMBIL

Data Analyst

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## PROFESSIONAL SUMMARY

I am a detail-oriented Data Analyst with hands-on experience in data cleaning, exploratory data analysis, and dashboard creation. I excel in translating raw data into actionable insights across various domains such as SEO analytics and pharmacy operations. My strong foundation in statistics and data modeling allows me to support business decisions effectively and drive performance improvements.

## EDUCATION

**St. Xavier's College, Autonomous**

B.Sc. Computer Science

**Ahmedabad, Gujarat**

Aug 2022 - May 2025

## EXPERIENCE

### Data Analyst (SEO & Sales Analytics)

Digital Science Web Technologies Pvt. Ltd.

**Ahmedabad, Gujarat**

Nov 2024 - July 2025

- Examined keyword performance, traffic trends, CTR, and conversion metrics using Excel and SEO analytics tools, driving a 22% increase in organic traffic and improved product-level visibility.
- Built and maintained SEO performance dashboards to track KPIs such as rankings, engagement, and traffic growth, reducing manual reporting effort by 30% and enabling faster data-driven decisions.
- Conducted competitor and market analysis and collaborated with content and design teams to implement data-backed optimizations, contributing to a 15% uplift in product sales through improved traffic quality and user intent alignment.

### Data Researcher/ Operational Analyst

Drugmen Pharmacy

**Ahmedabad, Gujarat**

2023 - 2024

- Collected, cleaned, and structured pharmacy operational data (prescriptions, inventory, sales transactions) using advanced Excel functions, Pivot Tables, Power Query, and data validation, improving data accuracy by 25%.
- Analyzed drug demand patterns, pricing trends, and inventory turnover using Excel-based analysis and aggregations, enabling data-driven decisions that improved reorder planning and operational efficiency.
- Built interactive Excel dashboards to track weekly stock movement, sales performance, and demand forecasting, reducing stock-outs by 18% and improving inventory planning cycles.

## PROJECTS

### Employee Retention Management System (GitHub Project)

- Scrutinized employee performance, attrition, salary, and departmental metrics using a correlation matrix to identify key drivers of retention and high/low performance.
- Cleaned, transformed, and standardized the employee dataset, then conducted statistical analysis (correlation, probability, and hypothesis testing) to uncover patterns in performance and attrition.
- Built machine learning and deep learning models to predict employee attrition and performance, improving HR decision-making through data-driven insights and dashboard visualizations.

### SEO Performance Analysis and Sales Impact Dashboard

Digital Science Web Technologies Pvt. Ltd.

- Collected, cleaned, and analyzed data from Google Analytics, Search Console, and sales reports to evaluate SEO performance across product categories, including keyword rankings, CTR, and landing-page behavior.
- Built an interactive performance dashboard to visualize organic traffic, engagement metrics, conversion patterns, and their correlation with product sales.
- Delivered data-driven insights that refined SEO strategies and contributed to measurable improvements in sales growth and online visibility.

### Pharmacy Inventory & Sales Analytics System

Drugmen Pharmacy

- Analyzed prescription data, inventory logs, and monthly sales records to identify stock-out patterns, high-demand medicines, and purchase behavior trends.
- Cleaned, standardized, and structured raw pharmacy data to build accurate datasets, generating weekly insights on pricing trends and inventory performance.
- Created a simple dashboard/report to track demand fluctuations, reorder frequency, and inventory turnover, helping reduce stock shortages and improve ordering decisions through data-driven recommendations.

## TECHNICAL SKILLS

- Excel (Advanced Formulas, Dashboards, Pivot Tables, Power Query, Power Pivot), SQL (Joins, Aggregations, Views, Procedures), Power BI
- Python (Pandas, NumPy, Matplotlib, Seaborn), Jupyter Notebook, Statistical Analysis, EDA, Data Cleaning & Validation, Data Modeling
- Quality Control Auditing, Product Information Management, Report Creation & Scheduling, Git & GitHub

## CERTIFICATIONS

- Data Science Certification | Tutedude (Aug 2025)
- Data Analytics | TOPS TECHNOLOGIES (Ongoing)

## Task 2: Linkedin (optimised)

[www.linkedin.com/in/nevinthekkeparambil](https://www.linkedin.com/in/nevinthekkeparambil)