

NITHYASHREE RAMASWAMY RAJENDRAN

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SUMMARY

Business analytics graduate with a strong foundation in data analysis, predictive modeling, and data visualization, seeking a challenging role within the financial services industry to deliver measurable business impact by applying Certified technical skills (SAS, SQL) and a strong commitment to data governance standards.

EDUCATION

Master of Science in Business Analytics

University of Central Oklahoma

December 2025

Edmond, Oklahoma

CERTIFICATIONS

Alteryx Designer Core Certification: data processing, building workflows

November 2025

SAS Certified Specialist Machine Learning using SAS Viya: data mining techniques, interpretation

October 2025

SAS Certified Predictive Modeler Using SAS Enterprise Miner 14: Building, validating, modelling

June 2025

SQL for Analytics: Data cleaning, aggregation

June 2025

Modern Database Design Essentials: Relational & NoSQL databases

June 2025

SKILLS

Business Intelligence Tools: Power BI, Alteryx, Tableau, NetSuite

Statistical Analysis Software: SPSS, SAS studio, SAS Enterprise Miner, SAS Viya

Programming & Query Languages: SQL, Python (NumPy, Scikit Learn), HTML, MongoDB, R language

Additional Software: Microsoft Office (PowerPoint, Word, Adobe), Advanced Excel (PivotTables, VLOOKUP)

Soft Skill: Project Management, Active listening, Time management

EXPERIENCE

Business Process Analyst

October 2023 – June 2024

Sri Sai Krupa Educational Trust

Coimbatore, India

- Developed automated Python, Excel workflows, reducing data entry time by 75% for a 650-student cohort.
- Used data modeling to structure complex student data, optimizing the system for analysis and reporting.
- Prepared documentation and visual analytics in MS Office and Power BI for school administrators.
- Generated reports and dashboards, supporting budget feasibility assessments and resource allocation decisions.
- Collaborated cross-functionally with various departments to define business requirements and drive overall process improvements, including staffing models.

PROJECTS

Predicting False Alarm - London Fire Brigade Data (SAS Viya)

- Executed advanced predictive modeling using SAS Viya on 300K records, employing regression and ensemble techniques, feature engineering, and data transformation to predict false alarms with 88% accuracy.

Power Outage Prediction in Oklahoma: A Machine Learning Approach (SAS Miner)

- Forecasted county-level power outages on 168K+ records using SAS Enterprise Miner; engineered 40+ features, applied data cleaning and balancing techniques, achieving 72% model accuracy.

User Perception of Technological Integration in High School (CRM)

- Analyzed user needs, informed data-driven recommendations, and enhanced adoption strategies through comprehensive analysis of user feedback and behavior and communicated findings and recommendations to stakeholders.

COMMUNITY ENGAGEMENT

Volunteer Lead

August 2024 – Present

Community Engagement – University of Central Oklahoma

Edmond, Oklahoma

- Led the diverse community service initiatives, event organizing, promoting teamwork through hands-on engagement and contributing to the well-being of the local community.

Student Volunteer

January 2020 – June 2024

Sri Sai Krupa Educational Trust

Coimbatore, India

- Documented requirements collected and analyzed data using SQL, mapped processes, and generated reports in Excel/Google Sheets, ensuring data accuracy and collaborating with cross-functional teams.