Karthik Raj

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+91 7708281999

Dear Recruiter,

I am writing to express my strong interest in the Data Analytics and Business Analytics. With over one year of experience as a Data Analyst at Course5 Intelligence, I have worked on diverse projects involving tools such as R Shiny, Streamlit, and various data analysis techniques.

My contributions in predictive modeling, clustering, market basket analysis, data visualization, and exploratory data analysis have honed my analytical skills. Notably, I excel at creating interactive web applications using R Shiny and Streamlit, making data-driven insights accessible to end-users.

I am highly motivated to join your Organization, known for its innovative and data-centric approach to problem-solving. My expertise in data cleaning, preprocessing, and generating actionable insights will allow me to contribute effectively to your team.

I am aware of the significance of choosing a candidate who can excel in this role. Equally crucial is finding an individual recognized for their collaborative, innovative, driven, and proactive approach, attributes consistently associated with my professional profile. I trust that this letter has provided valuable insights and I genuinely look forward to the possibility of engaging in further discussions about this opportunity.

Sincerely,
Karthikraj.K
Data Analyst

KARTHIK RAJ, MBA

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GitHub | Tableau | Kaggle

PROFESSIONAL SUMMARY

A **data analyst and business analytic expert** with a unique skill background and over one year of work experience in analytics, consulting, data science, marketing and business management. A thinker who is highly organized, analytical, enjoys solving problems, and works well on teams. A hard-working curious professional who is motivated by opportunities to make a real impact on analytics world.

FUNCTIONAL EXPERTISE

- **Working with and Analyzing Data**
- **Data Cleaning and Preprocessing**
- **Data Visualization**

- **Marketing and Sales Strategies**
- **Machine Learning**
- **Customer Behavior Analysis**

TECHNICAL SKILL'S

- **Python & R**
- **Tableau & Power BI**
- **Streamlit & R Shiny**
- **SQL**
- **Digital Marketing**
- **Microsoft Office Tool's**

WORK EXPERIENCE

COURSE5 INTELLIGENCE   **2022—Present**

Analyst

As an analyst, my primary responsibilities include collecting and cleaning data from various sources, conducting statistical analysis and data visualization to derive meaningful insights, and presenting these insights to support informed decision-making within the organization. I also collaborate with cross-functional teams to ensure that data-driven strategies and solutions align with business goals and objectives.

Programming in Python and R: I have proficiently programmed in both Python and R,

utilizing these languages for data manipulation, statistical analysis, and machine learning tasks to extract meaningful insights and develop data-driven solutions.

Machine Learning: I have hands-on experience in machine learning, where I've designed and implemented various algorithms and models to solve complex problems, such as predictive analytics, clustering, and classification, contributing to data-driven decision-making processes.

R Shiny and Streamlit: I have developed interactive web applications using both R Shiny and Streamlit, leveraging these frameworks to create user-friendly interfaces for data visualization and analysis, facilitating easy access to insights for non-technical stakeholders.

ASCENT DECOR PVT.LTD(Internship)   **OCT 2021 – DEC2021**

Market Analyst Intern
A market analyst with a primary responsibility of transforming raw data into valuable insights, which in turn supports the development of strategic plans and marketing plans. My experience includes collaborating with both business analytics and marketing teams, enabling me to contribute effectively to data-driven decision-making processes**.**

Working with and Analyzing Data: I have actively engaged in working with and analyzing data, utilizing a range of tools and techniques to uncover trends, patterns, and actionable insights that have contributed to data-driven strategies and solutions.

Data Cleaning and Preprocessing: I have performed data cleaning and preprocessing tasks, which involved identifying and rectifying data inconsistencies, handling missing values, and transforming raw data into a clean and structured format, ensuring the data's quality and suitability for analysis.

Data Visualization: I have extensive experience in data visualization and preprocessing, where I have created visually compelling charts, graphs, and interactive dashboards to effectively communicate complex data insights to stakeholders. Additionally, I've conducted data preprocessing tasks to prepare datasets for analysis, ensuring data accuracy and relevance for decision-making processes.

EDUCATION

Masters of Business Administration (Business Analytics and Finance). CMR University ((Bangalore, Karnataka)(2020-2022)

Bachelors of Engineering (Electrical and Electronics). Sri Shakthi Institute of Engineering and Technology (Coimbatore, Tamilnadu)(2015-2019)

PROFESSIONAL DEVELOPMENT CERTIFICATE

- [Data Manipulation in Python-Udemy(Jan-2021)](#)
- [Statistics in Business Analytics-Udemy(Jan-2021)](#)
- [Data Science in R-Intellipaat(jun-2021)](#)
- [Microsoft Excel – Udemy (Jan-2021)](#)
- [Tableau-Udemy(Nov-2020)](#)
- [SQL-Udemy(Nov-2020)](#)

RELEVANT PROJECTS

Project on R

Project 1: Movie Recommendation Engine Project

Industry: Entertainment Industry Problem

Statement: Recommend movies for users by User-Based Recommender System and Item-Based Recommender System

Topics: In this R project, I have worked with Netflix Movies data. The project requires to Analyze and recommend movies for users by User-Based Recommender System and Item-Based Recommender System.

Roles and Responsibilities:

Analyzing data using dplyr package
Deploying Data Frame Manipulation
Train the model with more accuracy for recommending movie's to end-user's

Project 2: Market Basket Analysis Project

Industry: E-Commerce Industry

Problem Statement: To increase the cross-selling sales of ALL-MART company

Topic's: In this R project, I have worked with ALL-MART Cross Selling product's data. The project requires to implement best association rules and find best cross selling product's which consumer choose often.

Roles and Responsibilities:

Analyzing transaction data using arules package in R
Implementing apriori algorithm

Identifing better association rule

Project on Python

Project 1: Predicting Customer Churn in Telecom Company
Industry: Telecommunications Problem Statement: How to increase the profitability of a telecom major by reducing the churn rate

 Topics: In this project, I have worked with the telecom company's customer dataset. This dataset includes subscribing to telephone customer's details. Each of the columns has data on phone number, call minutes during various times of the day, the charges incurred, lifetime account duration, and whether the customer has churned some services by unsubscribing it. The goal is to predict whether a customer will eventually churn or not

Roles and Responsibilities:

Deploy Scikit-Learn ML library
Develop code with Jupyter Notebook
Build a model using a performance matrix