POORNIMA THANIKAI VELU

poornimathanikaivelu@gmail.com | https://www.linkedin.com/in/poornima-thanikai-velu/ | Dallas, TX | +1(945)267-3331

SUMMARY

- Data Analyst skilled in leveraging Salesforce CRM Analytics, Einstein Discovery, and Tableau to deliver actionable insights and drive strategic business decisions.
- Proficient in using various analytical tools like Python, R, SQL, and Excel to streamline data analysis and reporting, enhancing accuracy and insights.
- Experienced in collaborating with cross-functional teams to refine analytics methodologies, enhancing the precision and impact of data-driven recommendations.

CORE SKILLS

Programming Languages: Python, R, SQL

Databases: MySQL, PostgreSQL, MongoDB (NoSQL), Big Query

Statistical Analysis: Hypothesis Testing, ANOVA, Predictive Analytics, Prescriptive Analytics

Analytical Tools: Microsoft Excel, Tableau, PivotTables, VLOOKUP, Data Solver, SAS, Looker Studio, Figma

ML Algorithms: Regression, Classification, Clustering, Random Forest, KNN, XGBoost, Neural Networks

Tools and Libraries: NumPy, Scikit-learn, Pandas, Matplotlib, OpenCV, PyTorch, TensorFlow

Platforms/Tools: Salesforce CRM, Einstein Discovery, Monday.com, Qt Creator

EDUCATION

The University of Texas at Dallas, Richardson, TX Jan 2023 - Dec 2024
Master of Science | Business Analytics – 3.8 / 4

Dayananda Sagar College of Engineering, Bangalore, India Aug 2016 - May 2020
Bachelor of Engineering | Computer Science and Engineering – 9.2 / 10

WORK EXPERIENCE

Xceede Solutions Inc | Addison, TX, USA Aug 2024 - Present
Data Analyst
- Analyze customer data with Salesforce CRM Analytics and Einstein Discovery, uncovering key trends and insights.
- Develop and present Tableau dashboards, enabling data-driven decisions for stakeholders.
- Collaborate with teams to refine methodologies, improving the precision and impact of data-driven decisions.

Blackstone Launchpad | Richardson, TX, USA Jun 2023 – Aug 2024
Data Analyst Intern
- Enhanced data accuracy and streamlined reporting by leveraging BI tools, resulting in efficient decision-making.
- Analyzed large datasets using statistical techniques to provide actionable insights for data-driven decisions.
- Boosted project efficiency by 20% and enhanced data reliability by developing and optimizing data pipelines.

Larsen & Toubro Technology Services | Bangalore, Karnataka, India Jan 2021 - Oct 2022
Software Engineer
- Developed UI application for intuitive patient data analysis, prioritizing effective pattern interpretation for Quality reporting.
- Introduced a novel interface component to streamline demographic data handling, boosting efficiency by 32%.
- Led client interactions, overseeing team activities, and presenting project implementations to align with client objectives.

PROJECTS

Princeton Review | Blackstone Launchpad Jun 2023 - July 2024
- Developed an automated pattern recognition system used alongside analytics tools for efficient data management.
- Analyzed data using Tableau, mining **17K+ datasets** to assess efficiency across parameters.

Nerveli | Blackstone Launchpad Feb 2024 – May 2024
- Curated data collection by employing techniques like clustering and classification for user-preference alignment in testing.
- Enhanced user experience with content recommendation training for similar suggestions.

Procurement Data Analysis and Forecasting for The World Bank Contracts | UTD   Jan 2024 - Apr 2024
- Analyzed procurement trends using Big Query and Looker Studio to visualize contract distribution and regional spending KPIs.
- Designed and implemented an optimized data model with dimension and fact tables, leveraging Type 3 Slowly Changing Dimensions (SCD) to track historical records, enabling accurate budget and contract forecasting.

MEDI Right: Health Care Application using AWS | UTD   Sep 2023 - Nov 2023
- Engineered seamless AWS integration in healthcare with Cognito authentication, RDS scheduling for HIPAA compliance.
- Amazon Glacier securely stored medical records with integrated payment, ensuring compliance and user experience.

American Express: Credit Risk Analysis | UTD   Aug 2023 - Oct 2023
- Employed machine learning for efficient data analysis, including encoding and aggregation, to discern patterns effectively.
- Conducted comparison of XGBoost and Neural Network algorithms for risk management and revenue optimization.

IBM HR Employee Attrition | UTD   Jan 2023 - Apr 2023
- Performed data analysis and developed an automated system for pattern recognition.
- The process involved thorough data cleaning, organization, analysis, and storage.

Rainier Monitor | Larsen & Toubro Technology Services   Jan 2021 - Oct 2022
- Developed UI/UX interface to visualize patient data patterns, simulating heartbeat pulses.
- Enhanced demographic data handling by introducing UI components for faster storage and analysis.

Consumer Behavior Analysis on Recurring Sequences Using Data Mining | DSCE   Nov 2019 - Apr 2020
- Developed and deployed an online shopping platform, utilizing data mining and KNN Regression to predict future product purchases based on historical data.
- Analyzed consumer behavior patterns to generate personalized product recommendations for future purchases.