



# Renjith K P

## Data Analyst

Experienced data analyst with strong analytical and problem-solving skills. Proficient in data collection, cleaning, analysis, and visualization using basic and advanced tools. Proven ability to analyze complex data sets and provide actionable insights to support strategic business decisions. Demonstrated success in project management and collaboration with cross-functional teams. Passionate about using data to drive business growth and innovation.

## Contact

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## Skills & Tools

### Technical Skills

- Data Mining, Cleaning & Analysis
- Visualization of Data Insights
- Python
- MySQL
- Power BI
- Tableau
- Microsoft Excel

### Statistical Methods

- Predictive Analysis
- Hypothesis Testing
- Dimensionality Reduction

### Machine Learning Skills

- Regression
- Decision Tree
- Random Forest
- Ensemble Techniques

## Career Summary

### Assistant Manager

2021-Present

Product Development Centre, JK Tyres & Industries Ltd

- Designed and developed live interactive dashboards using Power BI to track key performance metrics for multiple departments, resulting in increased visibility into business performance and improved decision-making.
- Stay up-to-date with industry trends and emerging technologies to identify opportunities for process improvement and innovation.
- Conduct market research and gather customer insights to inform product development decisions

### Assistant Manager

2019-2021

CEAT Tyres Ltd

- Collaborate and openly communicate with cross-functional teams on regular basis to ensure product designs are manufacturable and meet production requirements
- Monitor and analyze product performance metrics, including sales, customer feedback, and market share, to inform ongoing product development decisions
- Understand product performance and take actions for improving product

### Specialist

2017-2019

Global R&D Asia, Apollo Tyres Ltd

- Collaborate with cross-functional teams to ensure tire designs meet performance, safety, and regulatory requirements
- Monitoring of tyre uniformity and balancing performances and conduct vector analysis to take improvement measures

## Educational Training

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### University of Texas

2022-2023

Post Graduate Program in Data Science and Business Analytics

### Birla Institute of Science and Technology

2020-2022

Master of Business Administration - Business Analytics

### Cochin University of Science and Technology

2012-2016

Bachelor of Technology

## Certifications

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### Google Data Analytics Professional Certificate

Project Planning and Control, IIT Madras

Introduction to Operations Management, IIM Bangalore

## Projects

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**Online retail Orders Analysis :** This project is based on the order management functionality of an online retail store in which you are provided with the “orders” database and you are asked some queries related to it. Answers to these queries will help the company in making data-driven decisions that will impact the overall growth of the online retail store.

**Skills & Tools :** SQL, Joins, Sub Queries, SQLite using DB Browser and MySQL Workbench

### Election Exit Poll Prediction and U.S.A Presidential Speech Analysis using Machine Learning

: This project is based on 2 case-studies: Vote Prediction and Text Analysis. The first project is to predict which party a citizen is going to vote for on the basis of their age and according to the answers given by the citizens to the questions asked in a survey conducted. The second project is based on the analysis of the inaugural U.S.A. Presidential speeches. One has to draw inferences based on the analysis done on these speeches.

**Skills & Tools :** Logistic Regression - Linear Discriminant Analysis, Support Vector Machine - K Nearest Neighbour - Naive Bayes, Ensemble Techniques, Text Mining Analytics

**Analyse and Explore Data and reflect the insights - SMDM Project :** Problem 1 Austo Motor Company is a leading car manufacturer specializing in SUV, Sedan, and Hatchback models. In its recent board meeting, concerns were raised by the members on the efficiency of the marketing campaign currently being used. The board decides to rope in an analytics professional to improve the existing campaign. Problem 2 Frame an Analytics Problem on Go Digit Dataset

**Skills & Tools :** Python, Descriptive Statistics, EDA, Exploratory Data Analysis, Framing an Analytics Problem

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## Character Reference

Keerthan S

Manager, JK Tyres & Industries Ltd

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