RIYAZUDDIN BABU

+91 8838863035| Coimbatore, Tamil Nadu |riyazuddin7007@gmail.com|

LinkedIn | GitHub

Summary

Proactive and creative Data Analyst with 3+ professional experience in interpreting data driven business solutions. Proficient in data handling, data cleansing, data transformation and bringing out the useful insights to help the end user in decision making

Skills

Data Visualization: Power BI Desktop, Power BI Service, DAX, RLS Security, Power Query(M-Query), Data Modelling
Database: SQL, MySQL, SQL Server, DBMS, OLAP
Programming Language: Python, Pandas, NumPy, Matplotlib, Seaborn
Statistical Knowledge: EDA, ETL, Statistical Modelling, Data Processing, Hypothesis Testing, Correlation
Other skills: MS-Excel, Google Sheets, Agile Methodology, Data Cleaning, Data Visualization, Data Storytelling

WORK EXPERIENCE

Tata Consultancy Services	Bangalore, KA
Data Analyst	12/2020 – 11/2023

- Cleaned and transformed raw data sets using **SQL** and **Power BI** to create comprehensive reports and dashboards on application KPIs, leading to a **15% increase** in user engagement metrics
- Mitigated 200+ technical challenges through prompt and efficient issue resolution, resulting in a stellar **90% customer satisfaction rate**, fostering strong stakeholders relationships and driving repeat business
- Directed a **4-person team** in the successful implementation of standardized reporting procedures which decreased errors in executive reports by 50%; optimized data quality and expedited decision-making processes
- Optimized data processing time by 20% through performance tuning of advanced **SQL queries** for efficient data retrieval, resulting in faster analytics and improved decision-making capabilities within the organization
- Spearheaded cross-functional collaboration, reorganized customer data, and developed targeted marketing strategy, resulting in a **10% sales revenue increase**

PROJECTS

Ecommerce Retail Sales Analysis - GitHub
- Pioneered an E-commerce Retail Analysis initiative, utilizing Power BI to analyze and interpret raw sales and customer data uncovered actionable insights resulting in a 15% increase in conversion rate and a 20% boost in average order value
- Engineered dashboards and interactive reports, driving a remarkable 15% increase in sales revenue
  Tech Stack used: Power BI, Data Modelling, DAX, Excel

Food Delivery App Analysis - GitHub
- Analyzed Zomato's food delivery data, identifying top customer preferences and order trends; informed menu optimization efforts, resulting in a 12% increase in sales metrics for high-demand dishes
- Established segmentation analysis to identify distinct customer groups and products, enabling personalized marketing campaigns that increased customer engagement by 20%
  Tech Stack used: Excel, MySQL, PowerBI

Video Games Industry Trends - GitHub
- Transformed video game sales data to extract insights on industry trends that influence decision-making, resulting in a 20% revenue growth in the shooting genre
- Implemented graphical visualizations to extract actionable insights, resulting in a 30% improvement in informed business choices based on analyzed industry trends
  Tech Stack used: Python, pandas, Matplotlib, Seaborn

CERTIFICATIONS & ACHIEVEMENTS

SQL (Intermediate Certification) by Hacker Rank
Data Analytics Bootcamp by Coding Invaders
Data Analytics Essentials by CISCO
Data Analysis with Pandas: Zero to pandas by JOVIAN

EDUCATION

Bachelor of Business Administration	06/2017 – 04/2020

Karpagam Academy of Higher Education, Coimbatore, Tamil Nadu
CGPA – 7.5