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Motivated Data Science Professional with strong foundation in Mathematics, Marketing and Computational Data science. Equipped with professional certificate in Tableau, AWS Cloud Technology working with SQL , PowerBI and Python with hands-on project experience in data analysis , forecasting and customer behaviour analytics. Transitioning from diverse background including ERP Analyst , Digital Marketing and Business operations with a focussed goal to excel in Data driven roles.

Education

1. Post Graduate Level Advanced certification in Computational Data Science

Passout Year - May 2025

Institute : **IISC , Bangalore**

Grade : A+ (94%)

2. MBA (Marketing)

PES Institute Of Technology (2014), Bangalore

Grade : First Class

3. Christ College, Bangalore

Graduation : Bsc(Mathematics)

Certifications :

1. Tableau Desktop Specialist - June 2025

2. AWS cloud Practitioner - April 2025

3. Power BI(Intermediate)

Projects:

1. Customer Behaviour Analysis using SQL and Tableau

- Built Dashboard to track engagement, purchase behaviour, and refund patterns
- Used SQL queries to create views, manage NULL and Join Databases
- Visualized customer insight using Tableau with calculated field, and filters

2. Air Quality forecasting using ARIMA model

- Implemented ARIMAmodes to predict PM2.5 levels using time series data
- performed EDA , data preprocessing and model evaluation
- Tools : Python, pandas , scikit-learn , matplotlib, colab notebook

3. Driver Demand Prediction

- Predicted demand based patterns using regression and time based features
- Feature engineering from historical order data for better model prediction

Technical Skills :

Languages: Python, SQL (CTE, window functions)

Data Tools: MySQL, AWS, GCP, Hadoop, Spark

Visualization: Tableau, Power BI, Excel

Libraries: pandas, scikit-learn, matplotlib

Professional Experience :

ERP Application Analyst (Epicor Pvt Ltd) - 3 years

- Handled application support , user query and training
- Talking to retail owners on daily basis with 20+calls per day to monitor campaigns and discounts in store and generating reports for the same
- Managed customer web knowledge base updates on quarterly basis

Digital Marketing Analyst (Sigmato Solution pvt ltd) 9 months

- worked on campaign analysis , customer segmentation and reporting
- Google Analytics , Google Adwords, Reporting, Blogs, SEO optimization

Digital Marketing Analyst (Social Orange Pvt Ltd) 7 months

- Idea generation to confirmation from client for Facebook , LinkedIn and Blogs ad post
- monthly reporting of Analytics to customers

Digital Marketing Analyst (Durga Air Express) 3.5 years

- updated google business and google analytics
- Ran google and facebook ads for business leads
- Idea generation to confirmation from managers for Facebook , LinkedIn and Blogs ad post
- Monthly reporting of Analytics to business

Business Ops Analyst (Durga Courier)- 1.5 years

- Created website to handle the tracking through wordpress and bluehost
- Provided monthly report for stakeholders (Citibank, Axis Bank, Kotak Bank)
- Managed Logistics and Business operations such as timely deliveries from team, updating the stakeholder at the end of day, sending monthly reports along with Excel file with day to day activities.

Additional Information:

- Open to Internship and entry level data analyst roles
- Languages known(Read and Write) : English , Kannada , Hindi