

# SARAVANAKUMAR RAJAGOPAL

Data Analyst | Marketing, Web & Product Analytics | Google Analytics (GA4) Certified

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## PROFESSIONAL SUMMARY

Results-oriented Data Analyst with **6+ years of global experience** in Marketing Operations and Strategy. **Google Analytics Certified** professional proficient in translating complex customer data into actionable business insights. Expert in building automated **ETL pipelines (Snowflake, Python)**, developing dynamic **Power BI dashboards**, and optimizing **Marketing ROI**. Proven ability to improve revenue by **15%** and reduce manual reporting time by **40%** through automation and predictive modeling.

## TECHNICAL SKILLS

- Analytics & BI:** KPI Development, Business Intelligence, Dashboarding, Predictive & Operational Analytics
- Programming & Querying:** Python (Pandas, NumPy, Scikit-learn), SQL (MySQL, PostgreSQL, Snowflake), Advanced Excel
- Visualization:** Power BI (DAX, Power Query), Tableau, Looker Studio, Streamlit
- Marketing / Web / Product Analytics:** Google Analytics(GA4), Data Analysis & Reporting, Marketing ROI & Funnel Analysis, Web & Conversion Optimization, Product Metrics & User Behavior, Operations & Process Analytics
- Data Engineering:** ETL/ELT Pipelines, Data Cleaning, Data Modeling, Cloud Warehousing (Snowflake)
- Machine Learning & Forecasting:** Regression, K-Means, RFM, Time-Series Forecasting (Prophet)
- AI & Automation:** Generative AI Integration, LLMs, Google AI Agents (Vertex AI), AI-Driven Analytics
- Tools:** Git/GitHub, Jupyter, Microsoft Fabric, VS Code.

## WORK EXPERIENCE

### Data Analytics Intern, *Pantech Solutions, Chennai (Remote)* | July 2025 – Aug 2025

- Cleaned and processed datasets of 10,000+ records with 95% data quality improvement.
- Built interactive Power BI dashboards to track KPIs, identifying trends that improved decision-making speed by 30%.
- Automated recurring data reports using Python scripts, reducing manual reporting time by 40%.

### Marketing Specialist *Globerun Trading Co. LLC, Dubai, UAE* | Oct 2023 – July 2025

- Analyzed CRM data of 2,000+ customers using SQL, identifying churn patterns that improved retention by 12%
- Automated weekly KPI dashboards using Excel & Power BI, saving 10+ hours of manual work per month.
- Delivered customer segmentation insights for UAE markets, improving campaign ROI by 15%.
- Coordinated with sales teams to implement data-driven growth and funnel optimization strategies, increasing lead conversion by 18%.

### Marketing Manager *Delta Roto Tech Pvt. Ltd., Salem, India* | May 2016 – March 2020

- Created operational performance dashboards for the NTPL (250MW) project to track daily progress.
- Managed project reporting and coordination, ensuring 100% compliance with client timelines.
- Improved reporting workflows using data-driven approaches, enhancing team productivity by 20%.

### Independent Artisan - Handloom Textiles | Salem | April 2020 - Sept 2023

- Managed production operations and quality control for family silk saree business.

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## KEY PROJECTS

### AI-Driven Customer Value Intelligence (₹165M Revenue) | *Tools: Power BI, Python, DAX*

- Built ETL pipeline using Python (Pandas) to process 5,000+ records, handling 15% missing values via median imputation and detecting outliers using IQR method.
- Created premium dashboards visualizing revenue trends, identifying 1,427 repeat customers to boost retention.
- Delivered strategic recommendations on seasonality, helping stakeholders optimize ad spend by 20%.

### Wind Turbine Data Simulation & Analytics | *Python, PostgreSQL, Power BI*

- Developed automated ETL pipeline to load and transform wind turbine sensor data into PostgreSQL database.
- Created real-time Power BI dashboard for monitoring turbine performance, energy generation, and efficiency metrics.
- Implemented data quality checks and validation scripts, ensuring 98% data accuracy for operational insights.

### E-Commerce Customer Segmentation | *Tools: Python, Scikit-learn, Streamlit*

- Developed RFM + K-Means segmentation models to classify customers (Loyal, At-Risk, High-Value).
- Built and deployed a live Streamlit web app, enabling real-time interaction with customer data.
- Automated personalized marketing templates, increasing potential customer engagement rates by 25%.

### End-to-End Cloud Data Pipeline & AI Sales Forecasting | *Snowflake, Python, Prophet*

- Architected a fully automated ELT pipeline migrating local PostgreSQL data to Snowflake Cloud Data Warehouse.
- Integrated Facebook Prophet (AI) to forecast 30-day sales trends, improving inventory planning accuracy by 25%.
- Designed an interactive Looker Studio dashboard for real-time performance tracking and operational reporting, reducing manual reporting by 100%.

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## EDUCATION

- Bachelor of Engineering (EEE) | Gnanamani College of Technology, Namakkal | 2012 - 2015
- Diploma in EEE | Paavai Varam Polytechnic College, Namakkal | 2009 - 2012

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## CERTIFICATIONS

- Google Analytics Certification (GA4) | Google | Jan 2026
- End-to-End Data Analytics using Microsoft fabric | Dec 2025
- Building AI Agents with Google Cloud | Google | Dec 2025
- Generative AI Mastermind | Outskill | November 2025
- Introduction to Data Science Job Simulation | Commonwealth Bank | October 2025
- Deloitte Data Analytics Job Simulation | Forage (Tableau & Excel) | September 2025
- MS Office (AI Integration) | Govt. of Tamil Nadu (Grade A) | August 2025
- Introduction to Data Analytics | Simplilearn | March 2025