

## Contact

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## Top Skills

### AI-Driven Content

Applying AI-based automation tools  
for office productivity (Score: 91%)

Managing & analyzing data using  
MS Excel + AI (89%)

## Certifications

Commonwealth Bank - Introduction  
to Data Science Job Simulation

AI Appreciate Badge - AI For All

# Saravanakumar Rajagopal

Data Analyst | Python, SQL, Power BI | Transforming Raw Data  
into Business Insights | 6+ Years Ops Experience | Building ETL  
Pipelines & ML Models

Salem, Tamil Nadu, India

## Summary

Driving Business Decisions with Data & AI

With over 6+ years of professional experience in Marketing  
Operations and Business Management (Dubai & India), I realized  
one thing: "Data is the new oil, but only if you know how to refine it."  
This realization drove my transition from managing campaigns to  
mastering Data Analytics & AI Engineering.

Today, I am a passionate Data Analyst who bridges the gap between  
business strategy and technical execution. I don't just write code; I  
build AI Agents, optimize SaaS metrics, and scalable data pipelines  
to solve real-world business problems.

What I Bring to the Table:

Core Tech Stack: Python (Pandas, NumPy), SQL (PostgreSQL,  
MySQL), and Power BI (Advanced DAX).

Cloud & Big Data: Proficient in Snowflake for cloud data  
warehousing and managing large datasets.

Generative AI & Agents: Hands-on experience in building AI Agents  
using Google Gemini and LLMs for automating data interactions.

Enterprise Systems: Familiarity with SAP workflows and SaaS  
business models (Churn, ARR, LTV analysis).

Key Projects & Impact:

AI-Driven Customer Intelligence: Built a Power BI dashboard  
analyzing #165M in revenue; integrated Machine Learning (RFM  
Analysis) to identify trends that optimized ad spend by 20%.

Custom AI Agent Development: Developed a conversational AI agent to query internal datasets, reducing time-to-insight for non-technical stakeholders.

Inventory Optimization (Snowflake): Designed a scalable data schema to identify critical stock levels, preventing potential revenue loss.

Process Automation: Automated recurring reporting tasks using Python scripts, reducing manual work time by 40%.

Certifications:

Deloitte Data Analytics Job Simulation

Data Analytics Internship @ Pantech Solutions

I am currently looking for full-time opportunities as a Data Analyst or AI Solutions Analyst in India, where I can leverage my hybrid skills in Operations, Data, and GenAI.

Let's connect! [saransvrg@gmail.com](mailto:saransvrg@gmail.com) | +91 9600613619

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## Experience

Personal Project (Self / Freelance)

Data Analyst — Customer Sales Behavior Dashboard

October 2025 - November 2025 (2 months)

Salem

- Designed a Customer Sales Behavior Dashboard in Power BI to analyze key customer metrics including purchase frequency, revenue, and review ratings.
- Performed data cleaning and transformation using Python and SQL before visualization.
- Created visuals showing revenue and sales by category, age group, and subscription status.
- Delivered insights that highlight patterns in customer behavior and product category performance.

## Globerun Trading Co. LLC

### Marketing Specialist

October 2023 - July 2025 (1 year 10 months)

Dubai, Dubai, United Arab Emirates

- Handled international marketing operations for trading and distribution.
- Conducted market research, product promotions, and client communication.
- Improved brand visibility and customer engagement across UAE markets.
- Managed CRM updates, reports, and business development activities.
- Coordinated with sales teams to increase product reach and conversions.

## Delta Roto Tech Pvt. Ltd.

### Marketing Manager & Associate Project Manager (Dual Role)

May 2016 - March 2020 (3 years 11 months)

Salem, Tamil Nadu, India

#### Delta Roto Tech Pvt Ltd

(Worked also in Neyveli Thermal Power Plant II – 250 MW Unit)

- Led marketing operations for industrial equipment and engineering solutions.
- Managed client relationships, quotations, proposals, and project follow-ups.
- Worked as Associate Project Manager at Neyveli Thermal Power Plant–II (250 MW) for:

High-tension wire erection

Commissioning support

On-site team coordination

- Coordinated between engineering teams and client engineers for smooth workflow.
- Ensured safety compliance, quality checks, and timely project execution.

## KCP Solar Industry Pvt Ltd

### Junior Marketing Executive

December 2015 - May 2016 (6 months)

Salem, Tamil Nadu, India

- \* Supported marketing activities for solar products and energy solutions.
- \* Assisted in customer communication, lead follow-up, and basic sales operations.

\* Coordinated with technical teams and improved product awareness among clients.

\*Built strong foundation in solar marketing & field operations.

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## Education

### GNANAMANI COLLEGE OF TECHNOLOGY

Bachelor of Engineering (B.E) — Electrical and Electronics Engineering (EEE), Electrical and Electronics Engineering (EEE) · (August 2012 - April 2015)

### Paavai Varam Polytechnic College

Diploma in Electrical and Electronics Engineering (EEE), Electrical and Electronics Engineering (EEE) · (July 2009 - April 2012)