SARAVANAKUMAR RAJAGOPAL Data Analyst

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PROFESSIONAL SUMMARY

Results-driven Data Analyst with 6+ years of experience, transitioning into **Analytics Engineering**. Expert in building automated **ETL pipelines (Snowflake, Python)** and integrating **Generative AI (LLMs, Agents)** for business solutions. Proven track record in marketing analytics and predictive modeling, delivering strategies that improved revenue by 15% and operational efficiency by 30%.

TECHNICAL SKILLS

- AI & Generative AI: Google AI Agents (Vertex AI), Agentic Workflows, Large Language Models (LLMs), Generative AI Integration, Time-Series Forecasting (Facebook Prophet).

- Programming & Analysis: Python (Pandas, NumPy, Scikit-learn, Snowflake Connector), SQL (MySQL, PostgreSQL, Snowflake SQL, Query Optimization), Advanced Excel (Power Query, Pivot Tables, AI Integration).

- Data Engineering: ETL/ELT Pipeline Development, Cloud Data Warehousing (Snowflake), Data Cleaning & Transformation, Star Schema Design, Data Modeling, Cloud Migration.

- Data Visualization & BI: Power BI (DAX, Power Query, Service), Tableau, Looker Studio, Matplotlib, Seaborn, Streamlit.

- Machine Learning & Statistics: K-Means Clustering, RFM Analysis, Regression Models, Statistical Analysis, Hypothesis Testing.

- Analytics Techniques: KPI Development, A/B Testing, Customer Segmentation, Predictive Analytics, Business Intelligence, Operational Analytics.

- Tools & Platforms: Jupyter Notebook, Microsoft fabric, Git/GitHub, MS Office Suite, Snowflake Platform, 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-backed strategies that increased lead conversion rates 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, ensuring 100% delivery compliance.

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 tracking, reducing manual reporting by 100%.

EDUCATION

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

CERTIFICATIONS

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