Saravanakumar S

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SUMMARY

Results-driven Data Analyst with expertise in SQL, Power BI, and Python, specializing in sales analytics and business intelligence. Skilled in extracting insights from complex datasets to drive data-informed decision-making.Proficient in HTML, CSS, and Django, with a strong foundation in web development. Adept at deploying Django applications and leveraging data visualization tools to improve operational efficiency. Passionate about problem-solving, optimizing KPIs, and delivering actionable insights.

EXPERIENCE

Management Trainee

KritiLabs Technologies   **April 2024 - December 2024, Chennai, Tamil Nadu**

- Conducted advanced data analysis to identify key trends, leading to a **25% increase in client acquisition** by aligning solutions with customer needs.
- Created data-driven presentations and dashboards using **Power BI**, enhancing client engagement by **15%**.
- Automated reporting processes with **Python and SQL**, reducing manual effort and ensuring consistent data quality.

Data Analyst (Trainer)

Innovate Technologies   **September 2023 - April 2024, Chennai, Tamil Nadu**

- Delivered comprehensive training sessions on **Python**, **Power BI**, **Excel**, and **SQL**, enabling learners to gain industry-relevant analytical skills.
- Designed and implemented hands-on projects, emphasizing real-world applications of data analysis and visualization.
- Analysed training outcomes and feedback, resulting in a 30% improvement in course satisfaction by incorporating advanced analytics tools and techniques, ensuring content alignment with industry demands.

Associate Software Product Consultant

Gofrugal Technologies Private Limited   **May 2022 - November 2022, Chennai, Tamil Nadu**

- Analysed customer business operations to configure and implement tailored software solutions, ensuring seamless adoption and user satisfaction.
- Played a pivotal role in the **ONDC (Open Network for Digital Commerce)** implementation, gathering requirements and providing technical support.
- Built **customized dashboards** and reports using **Power BI** to monitor product performance and client usage trends.
- Conducted data-driven evaluations to identify opportunities for upselling and cross-selling, contributing to revenue growth.

SKILLS

Programming: Python (Pandas, NumPy, scikit-learn, OpenCV, Django)
- **Data Visualization:** Power BI, Matplotlib, Seaborn
- **Database Management:** MySQL, SQL
- **Tools:** Microsoft Excel, Jupyter Notebook

PROJECTS

Customer Segmentation using Machine Learning
· Developed a clustering model in Python to segment customers into distinct groups for **targeted marketing strategies**.
· Analyzed customer data to uncover behavioral patterns, providing actionable insights for personalization.

ONDC Implementation Analysis
· Collaborated on the ONDC platform project, performing operational data analysis to optimize the integration process for retail clients.
· Delivered data-backed insights, improved platform adoption and client satisfaction.

Predicting Customer Churn in Banking
· Designed and implemented an **Artificial Neural Network (ANN)** to predict customer churn with high accuracy.
· Pre-processed large datasets by handling missing values and encoding categorical variables, ensuring robust model performance.

Sales Trends Analysis
· Analyzed the **AdventureWorks** dataset using **Power BI** to identify sales trends, customer preferences, and regional performance.
· Visualized sales trends, customer segments, and revenue patterns

Amazon Customer Data Analysis
· Conducted in-depth analysis of **Amazon customer data** using **Pandas**, **Matplotlib**, and **Seaborn** to identify trends and customer preferences.
· Generated actionable insights to inform business strategies and optimize customer engagement.

EDUCATION

MBA in Operations and Marketing Management
Minor in Marketing Management · Department of Management Studies, University of Madras
· Chennai, Tamil Nadu · 2022 · 7.5

Bachelor of Engineering in Mechanical Engineering
Anna University, Guindy · Chennai, Tamil Nadu · 2018

CERTIFICATIONS

SQL for Data Science – Coursera

Data Analysis with Python – IBM

Excel Skills for Data Analytics and Visualization – Coursera