

SIVARANJANI NATARAJAN

DATA SCIENTIST

+447909318046 • sivarajaninatarajan.28@gmail.com • linkedin.com/in/sivarajaninatarajan • United Kingdom

SUMMARY

A highly skilled and innovative recent **Data Science** graduate strongly rooted in **Machine Learning** and **Artificial Intelligence** techniques, Advanced Statistics and Programming skill with over **3 years of experience in Managing, configuring** and optimizing **Complex database** system. Adept at ensuring the performance, availability, and security of databases while providing critical support for **data-centric applications**. Experienced in a wide range of Data science and **AI tools** and Technologies. I am looking for an opportunity relevant to skill and Skill and my experience.

EXPERIENCE

Senior Database Administrator

10/2019 - 07/2022

SCHOPIQ AUTOMATION BesTea

Pondicherry, India

- Designed, implemented, and managed complex **database architectures** to support scalable and high-performance coffee machine automation systems.
- Conducted **performance tuning SQL** queries and **database structure** to ensure high efficiency and quick response time.
- Implemented strong **data security** measures to protect Sensitive data's such as Customer and Client data's, including **encryption, access controls, and regular audits**.
- Developed and maintained **backup recovery plans** with the help of **Microsoft SQL server management studio** and **Oracle** to manage and set up backups.
- Scripts for **data transfer, data cleaning, and data transformation processes** were developed and maintained. Automated routine database job that **minimizes human error** and **manual workload** by utilizing **SQL Query**.
- Developed and implemented **data pipelines** in **Azure data factory, Databricks** to improve **data quality** resulting in a **30% increase in data accuracy**.
- Collaborated with **data analyst**, Created and managed **Complex SQL queries** and reports to **support business analysis** and **decision making**.
- Built **Power BI dashboard** to visualize core business **KPI** which saved hours per week of manual reporting work Led the development and implementation of a data lake, resulting in a **50% increase in data accessibility**.
- Proficient in using **Microsoft Office** applications such as Outlook, **Word, Excel**, and **PowerPoint** to properly manage everyday office tasks and emails.
- Trained Junior DBA's to promote best practice in database management by conducting knowledge-sharing sessions.
- Expertise in evaluating **quantitative (numerical)** and **qualitative (descriptive)** data, particularly when it comes to everyday sales and purchases. Organized this data using figures and charts using **Microsoft Excel** to make it easily comprehensible and display it **statistically**. To assist the firm in understanding marketing trends, also integrated this data into an **ERP** software system.
- Worked with numerous technical teams and **stakeholders** to improve core infrastructure.
- Enhance my interpersonal **communication Skills** by attend meeting with clients from various business.

TECHNICAL SKILL

Machine Learning: Supervised & Unsupervised Algorithms

Deep Learning: Neural Network, CNNs & RNNs, TensorFlow/Keras/PyTorch framework, Scikit-learn

Data Preprocessing: Cleaning & Transforming data, Feature Engineering, Normalization techniques

Big Data & Data Base Technologies: Hadoop, MongoDB, Apache Spark, Databricks, MySQL & PostgreSQL

Statistical Analysis: Hypothesis testing, Understanding of Statistical Methods, R studio

Data Visualization: Matplotlib, Seaborn, Power BI, Smart Sheet, Tableau, Microsoft Excel (Pivot, VBA, Macros, VLOOKUP) ggplot2, Google Looker Studio

Programming Languages: C#, Python, R, SQL, JavaScript, HTML/CSS/Bootstrap

Cloud Platforms: MS Azure, AWS S3.

Key Responsibilities: Model Development, Data Wrangling, Data Warehouse, Algorithm optimization, Data Modeling

Version Control: Github

Data Analysis Library and Package: Pandas, NumPy, dplyr (R), Tidyverse

Project Management: Agile Methodology, Project Leadership, Risk Management, Microsoft Dynamics 365, ERP & CRM

Soft Skills:

Analytical Thinking, Problem-Solving, Continuous Learning, Excellent Communication, Collaboration, Adaptability, Attention to detail, Business Acumen

EDUCATION

University of Salford	Manchester, UK
Master of Science in Data Science	01/2023 - 05/2024
<ul style="list-style-type: none">• Key Skills: Machine Learning, Deep Learning, Advanced Statistics, Advanced Database Management, Big Data tools. Python, SQL, Databricks, Hadoop, MongoDB, R studio, Microsoft SQL 2019.• Neural network, Data Mining, AI Tools & Technologies, Visualization Tools and Workshops• Dissertation Work: Direct Marketing Campaign Analysis using Data Mining & XAI Techniques	
ALPHA COLLEGE OF ENGINEERING & TECHNOLOGY	Pondicherry, India
B.Tech Electrical & Electronics Engineering	09/2015 - 05/2019
<ul style="list-style-type: none">• Key Skills: Power System Analysis, Electrical Safety, Digital Signal Processing, Object oriented programming Language, Engineering Mathematics, Power Line Communication, ANSYS.• Dissertation Work: Finite Element Analysis of Composite Insulator with Teflon Coating	

LANGUAGES

English: Native • • • •

TRAINING / COURSES

Advanced Structured Query Language SQL from **Linked in Learning**

Advanced Python working with Data from **Linked in Learning**

Advanced Power BI and DAX Functions from **Linked in learning**

Practical Predictive Analytics from **Coursera**

Prince 2 foundation from **Coursera**

PROJECTS

Direct Marketing Campaign Analysis Using Data Mining & XAI Techniques	Manchester, UK 01/2024
--	---------------------------

The main purpose of the proposed study is to investigate and use **AI-based solutions**, especially **machine learning, neural network models, and data mining methods** which will make direct marketing efforts in the banking industry more effective and consume fewer resources.

Provided valuable insights to the stakeholders based on the study outcomes based on the XAI framework.

- **KEYRESPONSIBILITIES:**
- Data wrangling
- Exploratory Data Analysis
- Feature Engineering
- Model Selection
- Model Development
- Model Deployment
- Meta Model (Stacking Algorithm)
- XAI (Explainable AI)- Feature Importance Analysis & built Power BI Report