

AISHWARYA PARTHIBAN

+447438518231 • aishuparthiban04@gmail.com • [LinkedIn](#)

SUMMARY

- Accomplished **Data Analyst** with a track record of driving business impact through data-driven solutions.
- Proficient in business intelligence, data cleaning, exploratory data analysis, and financial reporting
- Proficient in problem-solving and delivering effective, informed decisions.
- Strong communicator, facilitating collaborative problem-solving with colleagues and clients
- Embraces change and maintains a growth mindset, actively seeking novel approaches to overcome challenges and continuously acquiring new knowledge and skills.
- A strategic thinker passionate about using data to solve complex business problems. Committed to optimizing data processes through automation to enhance efficiency.
- Proficient in data visualization techniques, creating creative and insightful dashboards and storyboards using **Power BI**.
- Demonstrated research and project management abilities, translating research ideas into coursework and dissertations using diverse research methods, resulting in enhanced report writing and research skills.
- Hold a post-study work visa (graduate visa) enabling full-time employment in the UK without restrictions.

SKILLS

- SQL
- RStudio
- Python (pandas, numpy, scikit-learn, Jupyter)
- Tableau and PowerBI (including DAX, Power Query, Data Modeling)
- Statistical Analysis
- Advanced Excel Skills: Pivot Tables, Power Pivot, Lookup Functions, Data Validation, VBA
- Predictive Modelling

EDUCATION

BRUNEL UNIVERSITY
Masters in Data Science and Analytics - Merit (2:1)

London, England
2021-2022

SVCE, ANNA UNIVERSITY
Bachelor of Engineering in Electronics and Comm. Engineering

Chennai, India
2015-2019

PROFESSIONAL EXPERIENCE

BEPEC SOLUTIONS
Data Analyst Intern

Chennai, India
2020- 2021

- Developed and executed a roadmap for solution build and testing, ensuring efficient resource allocation.
- Conducted in-depth analysis of business intelligence data to identify trends and patterns using **Python**.
- Utilized Python for custom model development and exploratory data analysis, driving financial gains and efficiency.
- Built robust data infrastructure using **Power BI** and **SQL** for real-time insights and visualization.
- Ensured data quality and performed **ETL** (Extract, Transform, Load).
- Transformed data into actionable visualizations using **Power BI**.

- Utilized a combination of **Python, SQL, and statistical techniques** to perform data analysis, generate reports, and derive meaningful insights for informed decision-making.

PROJECTS HANDLED:

HR Analytics

- Conducted data cleaning and exploratory data analysis (EDA) on employee data using Python in Jupyter Notebook.
- Utilized descriptive analytics to enhance employee retention by 16%, decrease turnover rate by 33%, and improve employee performance by 80%.
- Provided comprehensive solutions for future performance improvement and workforce planning.

Sales Marketing Analysis

- Analyzed sales and marketing data, leading to a 37% increase in revenue.
- Developed Power BI visualizations for key business KPIs and identified cost-saving opportunities.
- Increased customer lifetime value (LTV) by optimizing marketing investments

TECHNICAL PROJECT WORK

Identifying Risk Factors for Coronary Heart Disease: A Framingham Study Analysis

- Analyzed Framingham study data to predict coronary heart disease using K-means clustering techniques.
- Achieved 88.41% accuracy with a predictive model using oversampling and KNN algorithm.
- Identified crucial risk factors, demonstrating strong analytical skills and model development expertise.

Skin Lesion Classification using Machine Learning and Deep Learning Algorithms

- Addressed the challenge of classifying skin lesions, including melanoma, benign keratosis, and basal cell carcinoma.
- Employed transfer learning with ResNet50v2 and explored **machine learning algorithms** like Logistic Regression, SVM, Stacking, and Random Forest.
- Overcame issues of uneven class distribution and dataset bias, showcasing adaptability and analytical prowess.
- Achieved up to 76% accuracy in classifying skin lesions, providing valuable insights for early detection and treatment.

Analyzing Kickstarter Campaign Success Factors Through Data Visualization

- Developed a model to predict the success factors required for a Kickstarter project, to help increase the likelihood of gathering crowdfunding for creative ideas.
- Created visualizations using HCI/UCD principles, including stacked bar, doughnut, map, and area charts.
- Created interactive data visualizations using **Tableau** and **Power BI**, demonstrating proficiency in data analysis and visualization tools.

Road Accidents Analysis & Dashboard Development

- Analyzed road accident data using **Excel**.
- Developed an interactive dashboard with key metrics.
- Showcased trends, casualties, vehicle types, and monthly insights.
- Highlighted maximum casualties by road type and surface.

Financial Analysis

- Analyzed a hardware company's sales, profits, and customer performance using **Microsoft Excel**.
- Excel was employed for data processing, analysis, and visualization, with the dataset including product details, customer information, and sales figures.
- Developed worksheets to uncover insights in Profit & Loss, Customer performance, Market vs. Target
- Aligned financial planning with strategic goals and instilled confidence in the organization's financial outlook through Excel-based data analysis