

# RESHMA RAJAN

## DATA SCIENTIST

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### PROFESSIONAL SUMMARY

Enthusiastic, Self motivated and detail-oriented Data Analyst I specialize in extracting actionable insights from complex datasets. With a strong background in data manipulation, visualization, and machine learning, I bring valuable insights to organizations. My experience includes both internships and professional roles, where I've contributed to data-driven decision-making and process optimization. I am dedicated to continuous learning and growth. Eager to contribute my expertise in data engineering and excited about leveraging skills and knowledge in innovative projects.

### SKILLS

- **Programming Languages:** Python, R, Java
- **Visualization and Reporting Tools:** Power BI, Tableau
- **Tools:** Jupyter Lab, Spyder, R Studio, Git, Jira
- **Microsoft Office:** Microsoft Excel, PowerPoint
- **Power BI:** Creating dashboards and report, DAX.
- **Microsoft Excel:** VLoopup, HLoopUp, Pivot Table
- **Database:** MYSQL
- **Version Control Tool:** GitHub
- **Soft Skills:** Problem Solving Skill, Analytical Skill, Critical Reasoning, Interpersonal Skill, Attention to Detail

### WORK EXPERIENCE

#### Data Analyst Intern

March 2024- Present

*Oeson Private Limited*

- Analysed and interpreted trends in complex and large data sets, resulting in a **15% improvement** in identifying market opportunities and business planning.
- Conducted exploratory data analysis on 5+ market trend datasets using Python libraries
- Extracted and manipulated data from SQL databases, creating 5+ analytical reports
- Perform exploratory data analysis to visualize market trends that enhanced decision making
- Utilized SQL scripting, Python and Excel to draw data and prepared extensive analyses and reports, improving **data accessibility** by **30%**
- Created data visualisation using Tableau and Power BI reports, leading to **20% faster** decision making.
- Demonstrated strong Verbal and written Communication skills by conducting meetings preparing and presenting analytical reports to the team
- Experience in Gathering Data, cleaning, and processing it to facilitate effective decision making for business improvement

#### FC Associate

Nov 2022 – Present

*Amazon MME2, Durham, UK*

- Efficiently stow products from vendors into designated pods, maintaining a **97% accuracy** in inventory management
- Packed customer orders securely, attaining a **98% satisfaction** rate in shipping quality
- Conducted quality checks on products to ensure they meet company standards and cut the **return rates** by **20%**
- Collaborated with team members, meeting productivity and efficiency targets, boosting **team performance** by **15%**
- Communicated effectively with supervisors and team regarding issues and concerns, enhancing collaboration

## Software Test Analyst

July 2020 - July 2021

*Mozanta Technologies, Technopark, Trivandrum, India*

- Designed and developed test scenarios, test cases and test plans, amplifying **test coverage** by **40 %**
- Oversewed bug lifecycle using Jira, **reducing** bug resolution time by **30%**
- Proficiency in Software Development Life Cycle, STLC and Agile Environment framework
- Led manual and automation testing using Selenium with Java (using TestNG, and Page Object Model), increasing website functionality and **reducing defects** by **30%**
- Attended client meetings, and delivered updates and reviews, improving **client satisfaction** by **20%**
- Managed project delivery of websites, ensuring timely and accurate results to improve overall operational efficiency

## EDUCATION

**Master of Science Applied Data Science (with advanced practice)** - Distinction

2021 – 2023

*Teesside University | Middlesbrough, UK*

**Bachelor of technology, Applied Electronics and Instrumentation Engineering-** Distinction

2015 – 2019

*APJ Abdul Kalam Technological University, SAINTGITS College of Engineering | Kerala, India*

## PROJECTS

### Credit Risk Analysis

- Conducted comprehensive analysis comparing 10,000+ current customer applications with historical data, including 50,000+ previous applications and repayment records.
- Analysed 100,000+ data points to identify loan default patterns among applicants, resulting in a **15% performance improvement in risk assessment** accuracy.
- Utilized Python libraries (Numpy, Pandas, Scikit-learn, Plotly, matplotlib, Pytorch and seaborn) for data transformation, manipulation and visualization.
- Performed detailed Exploratory Data Analysis on 100+ variables to identify key factors contributing to loan defaults.
- Created an interactive dashboard using Python, reducing report generation time by 75% and improving stakeholder decision-making speed by 30%.
- Utilized Business Objects to generate data reports using Power BI to create interactive dashboards to enhanced business decision-making by performing analysis on key metrics.

### E-Commerce Sales Data Analysis

- Analysed data covering 100,000+ transactions across a 1-year period, revealing trends in customer behaviour and product performance.
- Conducted detailed Exploratory Data Analysis using advanced Excel functions (VLookup, HLookup, Pivot Tables), processing 100000+ cells of data to extract actionable insights.
- Developed an interactive dashboard using Excel graph features, consolidating 15+ KPIs into a single view, resulting in a 40% reduction in time spent on monthly reporting.
- Identified top 10% of products contributing to 80% of revenue, leading to a 25% increase in marketing efficiency for high-performing items.

### Used car price prediction [Masters project]

- Analysed 50,000+ UK used car listings to create data model and predict prices with 92% accuracy
- Predicted used car price by analysing UK car market data using Python (Numpy, Pandas, Scikit-learn, Plotly)
- Obtained prediction accuracy by 88% using different machine learning (ML) algorithms (XGBoost, ADA boost, KNN).
- Implemented a web application using Streamlit for displaying predictions in real-time

## CERTIFICATION

- ISTQB Foundation Level Certificate June 2021
- SQL for Data Science by University of California, Davis, Coursera Nov 2023
- Introduction to Data Analysis Using Excel by Rice University, Coursera March 2024