





# SUBHALAKSHMI A

Bangalore, Tamil Nadu, India

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## SUMMARY

Enthusiastic and analytical Data Analyst (Fresher) with proven skills in data collection, cleaning, and analysis to drive business decisions. Proficient in MS Excel, Google Sheets, SQL, and Python for data preparation, automation, and insights generation. Experienced with Power BI and Looker Studio for creating dashboards and visual reports. Strong understanding of data analysis, exploratory data analysis (EDA), and business performance tracking. Eager to collaborate with cross-functional teams to identify trends, performance gaps, and improvement opportunities in marketing, operations, and technology.

## SKILLS

Data Analysis	Data Cleaning, Data Transformation, Exploratory Data Analysis (EDA), Business Trend Identification, Performance Gap Analysis
Technical Tools	MS Excel, Google Sheets, SQL (Data Extraction, Reporting), Python (Automation, Scripting), Power BI, Looker Studio, Google Data Studio
Visualization	Dashboard Development, KPI Reporting, User Behavior Analysis
Soft Skills	Analytical Thinking, Problem Solving, Proactive Mindset, Communication, Self-Learning, Team Collaboration

## PROJECTS

### AI-Driven Transit System with Blockchain Security / GitHub Link

- Collected and analyzed transit data to optimize routes and real-time passenger management.
- Applied Python for data processing and automation of system tasks.
- Generated user guides and reports to communicate system performance insights.

### Website Traffic and User Behavior Analysis / GitHub Link

- Conducted data cleaning, transformation, and exploratory analysis of website traffic using SQL and Python.
- Built interactive dashboards in Power BI to visualize user engagement and traffic sources.
- Supported marketing decision-making by identifying performance gaps and trends.

### Ad Campaign Performance Analysis / GitHub Link

- Analyzed marketing campaign data across platforms to derive actionable insights.
- Automated reporting using Python and created visual summaries in Power BI.
- Provided recommendations for campaign optimization based on data trends.

## EDUCATION

**B.Tech - Artificial Intelligence and Data Science** / Saranathan College of Engineering / 2021 – 2025 / CGPA: 8.6/10

**Class 12 (TNHSE)** / SFS Higher Secondary School / 2021 / Marks: 546/600

**Class 10 (TN SSLC)** / SFS Higher Secondary School / 2019 / Marks: 446/500

## CERTIFICATIONS

- Python Programming (Infosys Springboard)
- Introduction to SQL (Simplilearn)
- Power BI for Data Analysis (Forage)
- MS Excel for Business Analysis (Simplilearn)

## ACHIEVEMENTS

- Secured Class Topper position in B.Tech AI and Data Science for the academic year 2024–2025.
- Earned HackerRank Badges in Python and SQL for data handling and problem-solving.
- Participated in AI Revolution Workshop at Ramakrishna College, Trichy, gaining practical AI and analytics exposure.
- Published research paper on AI-Driven Transit System with Blockchain Security.