



JERRY VASANTH

Junior Analytics Engineer

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Driven Analytics Engineer ready to leverage business knowledge and project management strengths to enact lasting and successful changes to company culture and operational practices. Insightful and driven professional with forward-thinking mentality. Strong written and verbal communication skills combined with passion for translating data into actionable insights. Ready to contribute to the success of a dynamic team in business analysis field

SKILLS

EXCEL - POWER BI - SQL - TABLEAU - PYTHON - DIGITAL MARKETING - CRITICAL THINKING - PROBLEM SOLVING - COMMUNICATION - BUSINESS KNOWLEDGE - TEAM PLAYER - CUSTOMER NEEDS ANALYSIS - ADAPTABLE

PROJECTS

WALMART SUPER STORE SALES ANALYSIS

<https://drive.google.com/file/d/1Nft7Z8sgQtVmPR06sbxU07Qhl9X4g-i0/view?usp=drivesdk>

- Developed interactive dashboard to visualize and explore sales data by region, product and time period.
- Created data models, integrated multiple data sources, and ensured data accuracy and consistency.
- Demonstrated strong data analysis and visualization skill, enhancing the company's ability to monitor and optimize sales performance.

CYCLIST BIKE SHARE ANALYSIS

<https://drive.google.com/file/d/1ZhfVYSQSN02dYTzxBXsHKsqOPuavxETo/view?usp=drivesdk>

- The given task was to suggest a marketing strategy to change the casual riders to membership riders.
- Provided 5 data driven recommendations based on the insights from power bi dashboard.
- Provided busiest and quietest time period during the day. Gave most and least crowded station.
- Found the most preferred bike.
- Identified which category contributed to more revenue share.
- Provided the high earning and least earning day in the week.
- Based on these provided actionable suggestions for area of discounts and targeted marketing.

SPOTIFY TREND ANALYSIS

https://public.tableau.com/views/SPOTIFYTRENDANALYSIS/Dashboard1?language=en-US&publish=yes&display_count=n&origin=viz_share_link

- The given task is to provide dashboard with recommendations to create an advertisement for spotify to be competitive in music industry.
- I analyzed and interpreted data.
- Extracted meaningful insights from complex datasets.
- Identified trends and patterns and derived actionable conclusions from visual representations.
- Provided visual representation of top artists, top songs, top playlists, number of streams for each region and gave advertisement campaign for each region.

CAPSTONE PROJECT

https://drive.google.com/file/d/1VqqtWZUVEROgL3HYwJ5_OFcYOPKCoLdS/view?usp=sharing

- The given task is to act as a revenue operations analytics team member of a company and provide a detailed report about its products, plans and discounts from given raw data.
- Created a dashboard with all required and meaningful visualizations.
- Identified well-performing region in terms of net revenue across months.
- Provided visuals to know the percentage of discount for various products.
- Identified the most preferred plan by customers across months.
- Gave conclusive evidence that higher discounts did not bring higher sales.
- Identified the behavioural change in purchase of plans, products and discounts over time.

EXPERIENCE

V.V.R BUILDERS

December 2020- May 2023

Manager

- Supervised and delegated tasks to employees to meet key productivity targets.
- Maintained positive, professional working environment to optimise staff and customer satisfaction.
- Used excellent problem-solving and issue-resolution strategies to rectify difficulties quickly and effectively.

EDUCATION

Guvi geeks network private limited

May 2023- present

Business analyst and digital marketing

University college of engineering nagercoil

August 2016- October 2020

Bachelor of Engineering

- President of Society of Automotive Engineers in college
- Volunteer of National Service Scheme
- Member of Entrepreneurship Development cell