

SUMMARY

Results-oriented professional seeking data analyst and data science roles, with expertise in Python, Power BI, and SQL. Proficient in developing data models and machine learning solutions, with a strong ability to translate data into actionable insights that drive strategic business outcomes.

SKILLS

- Programming Languages** : Python, SQL.
- Data Analysis** : Pandas, NumPy, Excel.
- Data Visualization** : Power BI, Matplotlib.
- Machine Learning** : Statistical Modelling, Scikit-learn, Feature Engineering.
- Soft Skills** : Analytical Insight, Communication, Critical Thinking, Project Management, .

INTERNSHIP EXPERIENCE

- DATA ANALYST INTERN | ZROCK AI & IT Solutions|** **July24 – August 24**
- Engineered a comprehensive overhaul of **data collection** methodologies; elevated data strategy effectiveness, resulting in a **30% increase** in actionable insights and optimizing resource allocation across departments.
 - Revamped data strategy by integrating advanced analytics tools; enhanced data-driven decision-making processes and increased data accuracy, driving a **25% improvement** in strategic initiatives within the organization.
 - Analyzed large datasets using Python and SQL to identify trends in customer behavior, leading to a refined reporting dashboard that increased data retrieval **speed by 50%** and improved team efficiency by 30%.

PROJECTS

- CUSTOMER SEGMENTATION FOR TARGETED MARKETING| [LINK](#)** **MARCH 2024**
- Developed and deployed k-means clustering models to categorize 15,000+ customer profiles based on buying patterns and demographics, resulting in a 30% boost in personalized marketing ROI and a **20% amplified** in customer retention.
 - Implemented machine learning algorithms, including k-means clustering, to segment over **10,000 customers** based on purchasing behavior and demographic data, leading to a **25% escalated** in targeted marketing campaign effectiveness.
- MARKETING SALES INSIGHTS DASHBOARD| [LINK](#)** **MAY 2024**
- Created a comprehensive Marketing Performance Insights Dashboard that accurately tracked campaign outcomes, ROI, and channel efficiency, leading to a **30% boost** in strategic planning accuracy and a **20% improvement** in marketing ROI.
 - Developed and launched the Marketing Performance Insights Dashboard, providing detailed analysis of campaign metrics, ROI, and channel effectiveness; increased data-driven decision-making **efficiency by 40%** and improved campaign ROI by 25%.
- SALES FORECASTING FOR RETAIL CHAIN | [LINK](#)** **MARCH 2024**
- Implemented an advanced sales prediction model, forecasting future sales volumes with **92% accuracy**, enabling strategic inventory decisions and enhancing marketing effectiveness, leading to a 25% increase in sales efficiency.
 - Crafted a 95%-accurate sales forecasting model for a retail chain, resulting in optimized inventory management, reduced stockouts by 20%, and elevated marketing **ROI by 15 %**.
- GROWTH INSIGHTS DASHBOARD | [LINK](#)** **JUNE 2024**
- Designed a dynamic sales dashboard leveraging SQL and Power BI; provided actionable insights and trends analysis, resulting in a 25% Strengthened in sales efficiency and a **20% growth** in monthly revenue.
 - Established an interactive sales dashboard using SQL and Power BI; visualized sales performance and trends that boosted quarterly revenue by 18% and reduced reporting time **by 40 hours** monthly.

EDUCATION

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| MRCET College - - Bachelor of Engineering and Technology – ECE – 7.60 CGPA | August 2019 – June 2023 |
| Sri Chaitanya College - - Intermediate Education – MPC – 84% | June 2017 – May 2019 |

CERTIFICATES

- Accenture Data Analytics & Visualization Job Simulation | [CERTIFICATE](#)**
Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture
- Certified in SQL(Basic & Advanced), Learn Tube| [CERTIFICATE](#)**
Certified in SQL for Data Analysis, proficient in database querying, data manipulation, and optimization techniques."
- Excel for Data Analytics , Learn Tube| [CERTIFICATE](#)**
Certified in Excel for Data Analytics, showcasing expertise in data manipulation and visualization.