Jayveenrhaj Gunaseelan

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Data Analysis | Data Mining | Data Warehousing | Business Analysis | Business Processes | Requirements Management
Data Validation | Data Models| Project Management | Business Process Modeling | Troubleshooting

Data Analyst / Business Analyst / Financial Analyst

Summary:

- Highly skilled and detailed oriented Bachelor of Business Administration graduating student with a keen interest in Data Analysis, Busy Analyst, Financial analysis or Database administrator roles.
- Committed to helping companies advance by helping them develop strategic plans based on predictive modeling and findings.
- Innovative Programmer and Internet Entrepreneur striving to make the world a more unified and connected place.
- Analyzing data using statistical methods, data visualization tools, and programming languages to identify patterns, trends.
- Ensuring data quality and integrity by implementing data validation checks and resolving data discrepancies.

Education:

- **Chicago State University, Chicago, IL:** Bachelor of Science in Business Management **| GPA: 3.67**   **Anticipated May 2024**

Certifications:

- VMLY&R Incubator Program

Technical Skills:

- **Pricing Analysis Skills:** Corporate Valuation (including Discounted Cash Flow Modelling and Comparative Market Analysis), Market Trend Analysis, Equity Research, and Industry Due Diligence
- **Mathematics, Business, and Economics:** Cost Accounting, Corporate finance knowledge, Budgeting, and Report / Data Gathering
- **Data & Project Management Tools:** Trello board**| Data Analytics:** Excel
- **Financial Expertise:** Financial reports, Account reconciliation, Investment Planning, Financial Management, Auditing, Risk Management, Analytical Research, Quantitative Financing, Budget Management
- **Business Skills:** Google Office Suite, MS office suite (Excel, Word, PowerPoint), Supervised and Unsupervised Machine Learning algorithms, Time Series Analysis, Data Extraction, Data Analytics, Data Visualization
- **Statistical Modelling**: Hypothesis Testing, Logistic Regression, Ridge Regression, XGBoost, PCA, Random Forest, Neural Networks

Project Experience

- **Project Title: Strategic Collaboration with VMLY&R to Enhance Coca-Cola's Gen-Z Appeal**
- **Introduction:** In a collaborative endeavor with VMLY&R, a renowned marketing agency, our team embarked on a project aimed at augmenting Coca-Cola's engagement with the Gen-Z demographic. Facilitated by our esteemed professor, our interactions with both VMLY&R and our team were conducted seamlessly through virtual platforms such as Zoom, culminating in a refined understanding of the project's scope and objectives.
- **Ideation and Conceptualization:** Drawing on our collective expertise and industry insights, our team engaged in rigorous brainstorming sessions to conceptualize innovative strategies tailored to Coca-Cola's target audience. Through meticulous analysis of market trends and consumer behavior, we devised a multifaceted approach centered around the synergistic fusion of music and Coca-Cola branding.
- **Project Development:** With a clear vision in mind, our team dedicated extensive effort to crafting a comprehensive proposal encapsulating our creative concepts and strategic recommendations. Leveraging our proficiency in design and presentation, we meticulously developed visually captivating slides designed to convey the essence of our ideas effectively.
- **Preparation and Rehearsal:** Prior to the presentation, our team undertook thorough preparation and rehearsal sessions to ensure seamless delivery and alignment with Coca-Cola's brand ethos. Through iterative refinement and meticulous attention to detail, we honed our presentation skills and cultivated a compelling narrative to captivate our audience.
- **Presentation and Stakeholder Engagement:** Armed with our refined proposal, our team convened at VMLY&R's premises to deliver a polished presentation to key stakeholders. Our engaging discourse sparked insightful discussions and garnered positive feedback, underscoring the resonance of our ideas with Coca-Cola's marketing objectives and the Gen-Z demographic.
- **Acknowledgment:** We extend our gratitude to our professor for their guidance and mentorship throughout the project, as well as to VMLY&R for the invaluable opportunity to collaborate on this impactful initiative.
- **Conclusion:** Our collaboration with VMLY&R exemplifies the power of interdisciplinary synergy and creative innovation in addressing contemporary marketing challenges. Through our strategic insights and collaborative efforts, we have laid the groundwork for Coca-Cola to enhance its engagement with the Gen-Z audience, driving sustained growth and market relevance in the ever-evolving landscape of consumer preferences.