WILSON L
data analyst

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PROFILE SUMMARY

- Recent Computer Science graduate with a strong foundation in data analysis and visualization.
- Proficient in Python, SQL, and Excel, with hands-on experience in transforming datasets into insights.
- Skilled in data cleaning, exploratory data analysis (EDA), and creating interactive dashboards.
- Passionate about leveraging data-driven strategies to optimize performance.

TECHNICAL SKILLS

- Programming: Python, SQL
- Data Visualization: Power BI, Excel
- Data Analysis Tools: Pandas, NumPy, Matplotlib
- Database Management: MySQL
- Other Tools: Google Sheets, OTableau

SOFT SKILLS

- Team Collaboration
- Effective Communication
- Attention to Detail
- Problem-Solving

EDUCATION

BACHELOR OF TECHNOLOGY IN INFORMATION TECHNOLOGY , UG   2020 - 2024
St. Joseph's college of Engineering
CHENNAI
CGPA - 8.4

CERTIFICATIONS

- Google Data Analytics Professional Certificate, Coursera   March 2024
- Introduction to the data analytics, Simplilearn   January, 2023
- Business English Certification, Cambridge University   june, 2022
- Machine learning basics, coursera   May, 2022

PROJECTS

Customer Segmentation

Stigmata Techno Solutions, Chennai

- Performed customer segmentation using Python to analyze purchasing behavior and demographics.
- Delivered insights that enhanced targeted marketing strategies by 25%.
- Tools: Python, Power BI

Social Media Analysis

- Analyzed social media data to uncover sentiment trends and engagement patterns.
- Provided actionable insights to improve campaign performance.
- Tools: Python, Excel

Exploratory Data Analysis (EDA)

- Conducted EDA on a public dataset to uncover key insights into user behavior.
- Visualized data using Python libraries for clear presentation to stakeholders.
- Tools: Python (Pandas, Matplotlib), Excel

WORK EXPERIENCE

Data Analyst Intern

Stigmata Techno Solutions, Chennai
May 2023

- Collaborated on customer segmentation analysis using Python and SQL.
- Designed dashboards in Power BI for client reporting, improving decision-making by 18%.

LANGUAGES

- Tamil   –   Native or bilingual proficiency
- English –   Native or bilingual proficiency
- Hindi   –   Basic/Beginner proficiency