

YABESH RAJ

DATA ANALYST

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OBJECTIVE

Detail oriented and highly motivated graduate seeking an entry level position to leverage my skills and contribute to the success of the company. Eager to learn, grow, and apply my knowledge to achieve both personal and professional development while making a positive impact on the organization.

PROJECTS

AMAZON PRIME VIDEO ANALYSIS FOR CONTENT STRATEGY ENHANCEMENT

- Conducted exploratory data analysis to identify the most-watched genres on Amazon Prime Video, resulting in a strategic content curation plan to increase viewer engagement.
- Implemented sentiment analysis on user ratings to categorize movies into genres based on audience preferences for enhancing user satisfaction.
- Aggregated and visualized the data by using **Python Pandas** and **Tableau** for publishing.
- For visualization **Seaborn & Matplotlib** were used.

TOY SALES ANALYSIS USING PYTHON PANDAS

- The primary objectives included identifying the top-selling products, prioritizing key customers, examining sales information, pinpointing cities with high sales, and analyzing the sales trend across different months.
- The raw dataset was cleaned using **SQL** to ensure data integrity and reliability.
- Missing values, duplicates, and outliers were addressed to create a robust foundation for analysis.
- This project showcases **proficiency in data cleaning, manipulation, and analysis** using SQL.

LOAN APPLICANT ANALYSIS IN INDIA USING TABLEAU

- Utilized **SQL** queries for extracting comprehensive loan applicant information.
- **Interactive Filters:** Users can employ filters to drill down into specific details based on state.
- **Color-Coded Visuals:** Utilizing a color scheme to enhance clarity and aid quick interpretation of data.
- **Dynamic Charts:** Animated and interactive charts that provides a dynamic and engaging experience.
- The use of diverse visualization techniques enhances the interpretability of the findings, making it easier for stakeholders to grasp key trends.
- The combined **MS Excel, SQL** and **Tableau** approach not only showcases the proficiency in data visualization but also demonstrates ability to convey complex information in an accessible and visually appealing manner.

CERTIFICATIONS

GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE

March 2023 - August 2023

- Completed extensive 6-month Google career certificate training.
- Hands on experience in Creation of Data Visualizations, Reports and Dashboards using Tableau Desktop.
- Created data model based on the Data sources by Joins and Data Blending. Used Filters, Table calculations, Parameters, Actions, Hierarchies, Calculated fields, Navigation, Sets, Group and Legends.

EDUCATION

BACHELOR OF CIVIL ENGINEERING – SRM Valliammai Engineering College – Chennai
CGPA: 6.3

July 2014 - May 2018

HIGHER SECONDARY COURSE – Don Bosco Matriculation Higher Secondary School – Vellore
Percentage: 90 %

June 2012 - May 2014

SKILLS

- Able to write SQL queries to perform data analysis and present the insights (MYSQL, ORACLE, Microsoft SQL).
- Advanced level ability in all MS Office tools (Excel, PowerPoint, Pivot Tables, Conditional formatting).
- Knowledge of basic python programming and able to perform ETL functions.
- Knowledge of Pandas, Seaborn and Matplotlib.
- Hands on experience with data analytics project.
- Knowledge of Tableau, Data Visualizations.
- Excellent written and oral communication skills.
- Able to perform research and come up with an output that can be used for an informed decision.
- Able to collaborate with the other developers and communicate over various channels
- Highly motivated self-starter with excellent time management/prioritization skills.
- Able to analyse and interpret complex dataset.
- Excellent team player

LANGUAGES KNOWN

- English (Full professional proficiency)
- Tamil (Full professional proficiency)