**Summary:** Skillful Data analyst with nearly 3 years of experience in Data analytics, Machine Learning, Business Intelligence reporting and visualization techniques to provide actionable insights. Expertise in Python, R, SQL, Tableau, Power BI & MS Excel.

**Education:**

**University of South Florida – Tampa, USA May 2020**

Master of Science – Business Analytics and Information Systems; **GPA: 3.53**

**Easwari Engineering College – Chennai, India May 2017**

Bachelor of Engineering – Electronics & Communication; **GPA: 3.3**

**Skills:**

**Programming Languages:** Python (Matplotlib, Numpy, Pandas, Seaborn, Sklearn, NLTK)**,** R, SAS, Pyspark, C#, VBA, DAX.

**Machine Learning/ Statistics:**  Linear and Logistic regression, Classification, K- Nearest Neighbors, Support Vector, Neural Networks, Random forests, Naive Bayes, NLP, Time Series Analysis**,** Multivariate Regression, ANOVA,Hypothesis testing, A/B Testing.

**Databases:** MS SQL Server, T-SQL, Oracle,MySQL, MS Access, NoSQL (Cassandra, MongoDB), Hive.

**Tools**: Google Analytics, Adobe Analytics, Google Tag Manager, Azure ML, Databricks, Visual Studio, Microsoft Excel Advanced, Weka, Sharepoint, Power Point, SAP, Salesforce, GIT.

**Visualization/ BI Reporting:** Tableau, Power BI, Alteryx, Domo, SSRS.

**Core Skills:** Data Mining, Machine learning, Forecasting and predictive analysis, Web Analytics, Probability and Statistics, AGILE and Waterfall Methodologies.

**Work Experience:**

**Bloomin’ Brands, Tampa, FL | Fraud Analyst Sep 2019 – Apr 2020**

* Built ETL pipelines utilizing **SQL server** to continuously extract, analyze and load the daily financial data to **EDW**, thereby automating data extraction process and reducing the total time taken by 40%.
* Used **R** (DBI, dplyr, ggplot, tidyverse), **SQL** and **Excel** for exploratory and statistical data analysis and, also for cleaning the data**.** Built a random forest **classification model** in **R** to identify fraud transactions.
* Implemented a rule-based system using **VBA Macros,** that efficiently flagged fraudulent transactions based on the defined rules.
* Created interactive dashboards using **Power BI** for monitoring fraud and preventing loss. Presented findings and insights to higher management. Identified restaurants with most fraud transactions and delivered summary reports. Brought down fraud by 30%.

***Valley Point Technologies, Chennai, India* | Data Analyst Jan 2018 – Jul 2018**

* Created a binary classification model (**support vector**) in **python** that classified items into two separate categories (high selling and low selling rate), with an accuracy of 64.7%.
* Built a time-series model (ARIMA) to forecast the required monthly inventory for high-selling products to help reduce the client’s storage cost by 60%. Developed KPI’s with a focus on optimizing cost-benefits for our clients.
* Used **MySQL** to extract all the clients inventory data and perform function like joins on different tables and aggregate functions for the purpose of reporting.
* Developed intuitive dashboards using **Tableau** with sales and inventory data to evaluate historical sales trends and convert them to actionable insights. Generated strategic report, sales inflow report and key performing indexes using Macros and Pivot Tables on **Excel**. Delivered these reports to the client.

***SellerGro Technologies*, Chennai, India | Marketing Data Analyst Jun 2016 – Nov 2017**

* Extracted data from multiple sources and performed operations on it. Transformed the data into a readable format.
* Performed market research and competitor research to monitor competitor pricing and understanding market conditions. Optimized the price of the client’s products listed in Amazon marketplace. Helped set a competitive price for their products and increased the client’s sales from **40%** to more than **70%** in the electronics section.
* Built monthly sales, performance and ad-hoc reports to monitor monthly performance, sales goals and other metrics.
* Collected and tracked click stream data and Hit level data from **Google analytics**. Used **Google Tag Manager** to setup and track events like outbound clicks, button clicks and form abandonment. Analyzed the data using **R**. Created customer behavior and customer segmentation dashboards in **Tableau** for analysis of Customer Purchase Patterns.
* Implemented A/B tests and multivariate tests on various segments to identify the best marketing model.

**Academic/ Research Projects:**

**Analysis of Medical Drugs Data – Python (Natural Language Processing)**

* Scraped drug review data from WebMD. Cleaned using python and SQL
* Modelling the data using NLTK library for NLP and analyzing the results using Seaborn.

**Forecasting customer ratings based on Satisfaction reviews – R (hypothesis testing)**

* Performed data selection, extraction, cleaning and exploratory data analysis using different statistical techniques on reviews on Airlines4all.com employing hypothesis testing*.*
* Analyzed models using R**,** significance of satisfaction based on interaction effect between flight delay and airline name; Visualization of analysis using ggplot.

**House Price Prediction Model** - **PYSPARK** (Big Data)

* IntegratedBig Data and Machine learning algorithmsto clean the Housing Data and predict the house price based on Linear Regression, Decision Tree and Gradient Boosting techniques. Used Databricksfor the whole project.

**Criminal Database System - Oracle SQL Developer**

* Created a database to help law enforcement agencies to have a 360-degree view of the criminal activities taking place in the United States. This database was connected with Visualization and Analytics tools to make actionable plans against certain type of crimes and criminals. Created ***logical, ER diagrams*** and developed ***tables***; optimization using ***parallelism***; performance tuning using ***indexes***.