# Sasidharan Sarvoy Sathiyamoorthy

Data Analyst

Data-Driven Business Development Associate with Google Data Analytics Professional Certification. 2+ years of experience driving internal growth through data analysis initiatives at a FMCG company. Increased profits by 12%, by restructuring product portfolio using insights from sales trends analysis. Looking to leverage my business experience and technical skills in a role as a data analyst to help drive business growth through data.


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## TECHNICAL SKILLS

Microsoft Excel | R | Numpy | Pandas | Scikit-learn | SQL | Tableau

## SOFT SKILLS

Collaboration | Business Acumen | Critical Thinking

## CERTIFICATIONS

Google Data Analytics Professional Certification (07/2022 - 10/2022)
*Issued by Coursera*

Machine Learning Certification Course for Beginners (12/2021 - 01/2022)
*Issued by Analytics Vidhya*

## WORK EXPERIENCE

### Business Development Associate
Bharath Sago Factory (Food Processing Industry)

*10/2020 - 12/2022* *Salem, India*

*Achievements*

- Led data-driven initiatives to enhance the use of data in decision-making, resulting in improved sales profits and revenue.
- Analyzed product sales trends using Excel to restructure product portfolio, resulting in a 12% increase in sales profits and a 4% increase in revenue year-over-year.
- Created a custom data product to streamline daily data validation tasks, reducing time spent by 50%.
- Developed a dynamic pricing tool using a no-code platform to optimize pricing strategy, taking into account procurement costs and competitor pricing.

## PERSONAL PROJECTS

Google Data Analytics Capstone Project - Cyclistic Bike Share Analysis (09/2022 - 10/2022)

- Conducted extensive data analysis on a dataset of 6 million ride service user records using R.
- Profiled customer behaviour, including daily, weekly and seasonal usage patterns, using R libraries to help improve understanding of customer segments.
- Proposed implementation of surveys to gather insights on customer motivations before launching targeted marketing campaigns to convert casual users to annual members.

Manchester United F.C. Premier League Transfer Data Visualization (08/2022 - 09/2022)

- Designed interactive hub and spoke tableau dashboard using 25+ seasons of Manchester United player transfer data, featuring 7+ filter options for quick visualization of relevant information by fans.
- Created detailed summaries of transfer attributes such as fee, player positions, nationality etc using Python libraries seaborn and pandas.

Kaggle Competition - House Prices Advanced Regression Techniques (12/2021 - 01/2022)

- Performed data cleaning tasks, including handling missing values and encoding of categorical variables using Python, to ensure integrity and quality of data for analysis.
- Built machine learning model using extreme gradient boosting algorithm to predict house prices, which outperformed 63% of all participants in the competition.

## EDUCATION

### Masters in Technology Ventures (Innovation & Entrepreneurship)
Carnegie Mellon University, Silicon Valley, USA

*08/2019 - 05/2020* *CGPA : 3.51 / 4.0*

*Relevant Courses*

- Data Analytics, Product Management, Business Models and Strategy, Agile Marketing

### Master of Chemical Engineering
Carnegie Mellon University, Pittsburgh, USA

*08/2018 - 05/2019* *CGPA : 3.51 / 4.0*

### Bachelor of Engineering in Chemical Engineering
BITS Pilani, Goa, India

*08/2014 - 05/2018* *CGPA : 7.18 / 10.0*