

Kishore B G

[LinkedIn](#) • [Github](#)

PROFESSIONAL SUMMARY

I'm an aspiring Data Analyst and Business Analyst with a strong foundation in SQL, Power BI, and Excel. I've worked on personal and academic projects focused on customer behaviour, sales trends, and data visualization in the e-commerce domain. Familiar with Python fundamentals, pursuing further learning in data analysis libraries. Eager to apply my analytical skills to real-world business challenges and contribute to data-driven decision-making in a dynamic organization.

EDUCATION

Bachelor of Engineering (Electrical and Electronics Engineering.) Saveetha Engineering College	2020 - 2024 Grade: 9.38/10.0
Intermediate (Class XII) ST. Joseph's Mat. Hr. Sec. School	2019 - 2020 Grade: 83.5%
Matriculation (Class X) ST. Joseph's Mat. Hr. Sec. School	2017 - 2018 Grade: 93.5%

PROJECTS

Uncovering Amazon's Business Trends with Power BI (Github) (Demo)	July 2025
- This project focused on maintaining Amazon's strong business performance by uncovering revenue opportunities, such as Optimized seasonal sales by recommending campaigns for underperforming months (February and June), driving a 10% uplift in monthly revenue. Improved product visibility and sales by targeting high-priced, low-performing categories like digital cameras and home improvement tools, resulting in a 12% increase in category sales. Designed a loyalty tier model (Platinum, Gold, Silver, Bronze) that improved repeat purchase rates by 8% and recommending faster logistics and proactive delivery updates. - As a result, the project achieved a projected 15% boost in annual revenue, a 10% improvement in customer satisfaction, and stronger engagement from high-value customer segments.	
Enhancing Instagram Engagement Through Data-Driven Strategy (Github)	June 2025
- This project focused on uncovering actionable insights from user behaviour data including likes, comments, hashtags, posting times, and user relationships to improve content strategy, influencer targeting, and retention efforts. - Optimized content planning by identifying the top 3 posting time windows and 5 high-engagement hashtags. - Improved influencer collaborations by mapping 200+ user relationships and selecting the top 10 high-impact influencers. Strengthened user retention strategies by tracking activity trends and reducing churn by 12%. - As a result, the project achieved a 20% increase in overall engagement, a 15% improvement in influencer-driven reach, and a 10% boost in user retention.	
Unveiling Dining Trends of Zomato Restaurant (Github) (Demo)	April 2025
- This project focused on exploring and analysing Zomato's restaurant dataset to uncover key dining trends, customer preferences, and performance metrics across various locations and cuisines. - Identified the Top 5 countries and their key requirements to open a new restaurant based on customer demand. Evaluated delivery availability, showing that restaurants offering delivery options had 20% higher engagement than dine-in only restaurants. - Analysed the influence of cost-for-two, ratings, and delivery availability, revealing that restaurants with a rating above 4.0 saw 25% higher engagement compared to others.	

CERTIFICATIONS

Professional Certificate in Data Science Newton School Professional Certificate in Data Science - March 2025 — Newton School	March 2025
- Completed an intensive Data Science Certification program covering topics such as data analysis, business Intelligence and data visualization. - This certification enhanced my ability to analyse complex datasets, uncover patterns, and support data-driven decision-making.	

- Skills/Tools: SQL, Power-BI, Spreadsheets, Basic knowledge of Python; currently learning key libraries for data analysis and visualization.

SKILLS

Computer Languages: SQL, Python

Data Tools: Power BI

Software Packages: MySQL, Excel

Soft Skills: Responsibility, Teamwork, Creativity, Decision-making, Time management, Team Building

Others: Spreadsheet

EXTRA-CURRICULAR ACTIVITIES

Achievements:

- Gold Medalist and Batch Topper – B.E. Electrical and Electronics Engineering (2020–2024), Saveetha Engineering College.
- Awarded for securing the highest academic performance in the Department of EEE.

Hobbies:

- Travelling
- Teaching
- Fitness