Anusha Sundaram

LinkedIn • Github

PROFESSIONAL SUMMARY

Proficient in data science principles after completing a rigorous course. Eager to leverage a diverse background and data analysis skills to pursue a rewarding career in the field.

EDUCATION

Master of Business Administration (Human Resource Management)2011 - 2013University of MadrasGrade: 60.0%Bachelor of Computer Applications (Computer Applications)2007 - 2010JBAS College for WomenGrade: 78.0%

EXPERIENCE

HR Associate

December 2018 - July 2019
Tekion Cloud

Bangalore

- Utilized digital solutions to effectively organize employee documentation with 100% completion while implementing automated attendance tracking systems for seamless monitoring of daily attendance.
- Managed full-cycle recruitment processes from negotiation to successful onboarding, utilizing platforms like LinkedIn and various online portals.
- Partnered with external consulting firms to efficiently handle the extensive recruitment needs thereby closing the most urgent Job openings.
- Facilitated smooth onboarding for new hires and managed the departure process for exiting employees.

Quality Control
Ocwen Financial Solutions

August 2015 - February 2017

Bangalore

- Supported management in maintaining operational accuracy and meeting targets through diligent internal reporting and visualized using "Power BI".
- Resolved and addressed quality of the operation team's work within 24-hour window, reducing overall resolution time by 30% and increasing customer satisfaction rating by 25% in a fast-paced service environment.
- Enhanced operational efficiency and maintained accuracy of 99.8% by optimizing task allocation, facilitating seamless communication with the Business Unit, and providing ongoing support to team members.

Process Associate

May 2010 - February 2014

Hewlett Packard Chennai

- Developed and implemented deals that met customer expectations with precision, ensuring their 100% satisfaction and fulfilment.
- Contributed to the analysis and preparation of Profit and Loss Statements within the Special Pricing Unit.
- Successfully managed cross-border deals across South East Asian countries, emphasizing risk management and providing customized solutions to customers.

PROJECTS

Twitter A/B Testing (Demo)

December 2024

- **Objective**: Evaluated the effectiveness of a new product in reducing campaign overspend through a comparative analysis of treatment and control groups.
- **Key Insights**: Treatment reduced overspend for small and medium companies (improvement from 24.5% to 19.3%) but faced challenges with larger firms, highlighting a need for tailored strategies.
- Outcome: Demonstrated a promising reduction in overspend rates, with recommendations to build advertiser confidence, optimize support for large companies, and continue refining the product through A/B testing.

Global Trends Analysis (Gapminder) (Demo)

November 2024

• Comprehensive EDA with Python: Analyzed global trends using the Gapminder dataset with advanced Exploratory Data Analysis techniques, leveraging Pandas, NumPy, and Seaborn.

- Data Cleaning and Feature Engineering: Conducted data pre-processing, including handling missing values and creating new features for enhanced analysis.
- Advanced Analytical Techniques: Performed time-series analysis, correlation studies, and clustering to uncover significant patterns and trends.
- Interactive Data Visualization: Designed interactive visualizations to effectively communicate insights on economic growth, life expectancy, and demographic shifts.

SQL: Capstone Bank CRM Project (Demo)

May 2024

- Customer Churn Analysis: Analyzed bank customer churn rates with a focus on factors such as gender, credit card ownership, number of products used, credit score, and geography.
- Identification of Churn Contributors: Identified key contributors to customer churn and developed targeted retention strategies.
- Visualization with Power BI: Utilized Power BI to visualize the analysis and insights effectively.

PowerBI: Columbia Asia Hospital (Demo)

March 2024

- **Healthcare Data Analysis**: Conducted an in-depth analysis of healthcare sector data to understand patient demographics and service utilization, aiming to improve healthcare services and patient outcomes.
- **Key Metrics Examined**: Analyzed department referrals, billing practices, patient satisfaction scores, and revenue trends from 2019 to 2020 to identify areas for improvement.
- Continuous Monitoring: Pinpointed enhancement opportunities through ongoing monitoring of patient demographics and usage patterns.

Spreadsheet: Zomato Analytics (Demo)

February 2024

- Summarize and Compare Data: Utilize Excel functions and pivot tables to identify regions with high restaurant demand and favorable market conditions, visualized through a live interactive dashboard.
- Analyze Existing Restaurants: Compile and organize data on existing restaurants in target locations, focusing on cuisine types, pricing strategies, and customer reviews.
- Create Interactive Dashboards: Use Excel to create live dashboards that allow dynamic interaction and real-time insights into market conditions and restaurant performance.

CERTIFICATIONS

Business Analyst Newton School (Link)

June 2024

Successfully completed the Business Analyst Phase as part of the Professional Certification in "Data Science Artificial Intelligence".

Data Analyst Newton School (Link)

January 2024

Successfully completed the **Data Analyst Phase** as part of the Professional Certification in "Data Science Artificial Intelligence"

I participated in the "International Conference for Statistics and Data Science 2024" in Taiwan securing a fully funded position through a competitive interview process, demonstrating my exceptional performance during the course at Newton School

SKILLS

Computer Languages: Python

Data Tools: Power BI

Software Packages: MySQL, Excel, Windows

Others: Spreadsheet, Microsoft Office