

# Anusha Sundaram

[LinkedIn](#) • [Github](#)

## PROFESSIONAL SUMMARY

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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

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<b>Master of Business Administration</b> (Human Resource Management) University of Madras	2011 - 2013 Grade: 60.0%
<b>Bachelor of Computer Applications</b> (Computer Applications) JBAS College for Women	2007 - 2010 Grade: 78.0%

## EXPERIENCE

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**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** August 2015 - February 2017  
Ocwen Financial Solutions *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 fulfillment.
- 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

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**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

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**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

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**Computer Languages:** Python, SQL, Python

**Data Tools:** Power BI, Power BI

**Software Packages:** Windows, Excel, MySQL, Excel

**Others:** Microsoft Office, Spreadsheet