

Anusha Sundaram

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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 - 2013
University of Madras Grade: 60.0%

Bachelor of Computer Applications (Computer Applications) 2007 - 2010
JBAS College for Women Grade: 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 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 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 Language: Python

Databases & Data Tools: Excel, MySQL, Power BI, Spreadsheet

Cloud & DevOps: Windows

Frameworks & Libraries: Microsoft Office