

Merlin Treesa Benny

PROFESSIONAL SUMMARY

AI & Data Analytics professional with hands-on experience designing scalable data workflows, KPI dashboards, and analytics solutions that support product and business teams. Strong expertise in SQL, Python, Excel and Power BI with practical experience in ETL processes, data validation, and visualization-ready dataset development. Proven ability to translate business requirements into structured data solutions, improve data quality standards, and deliver measurable operational impact in cross-functional environments. Recognized for analytical excellence, stakeholder management and translating complex data into actionable business strategies.

EDUCATION

Bachelor of Science (Computer Science) Mount Carmel College	2021 - 2024 Grade: 7.3/10.0
Intermediate (Class XII) Airport Senior Secondary School	2020 - 2021 Grade: 85.0%
Matriculation (Class X) Airport Senior Secondary School	2018 - 2019 Grade: 90.0%

EXPERIENCE

Data Annotator March 2025 - Present
Phronetic AI *Bengaluru, Bangalore, Karnataka, IND*

- Building and integrating AI agents to automate workflows, reducing manual effort by 40%.
- Designed and maintained structured data validation workflows across 5,000+ records, improving data consistency and governance standards by 25%.
- Partnered with ML, Product, and Engineering teams to refine data schemas and improve downstream analytics readiness.
- Performed high-quality annotation of images and videos for AI/ML training, ensuring accuracy, consistency, and adherence to detailed project guidelines.
- Proactively escalated risks and contributed to debugging documentation and workflow improvements.

INTERNSHIPS

Data Science Internship July 2024 - February 2025
Luminar Technolab *Kochi, Kerala*

- Wrote advanced SQL queries and built Python (Pandas) ETL pipelines to extract, transform, and load data from multiple sources into visualization-ready datasets.
- Designed interactive Power BI dashboards used daily by 6+ stakeholders to monitor KPIs and visualize business trends, delivering actionable insights that achieved 98% client satisfaction.
- Developed advanced Excel dashboards and automated reporting workflows using VBA macros, enabling data-driven decision-making across teams.

PROJECTS

Product Monitoring Agent March 2026

- Built a **stateless daily monitoring AI agent** on the Phronetic AI platform that automates retail **KPI** tracking and alerting with zero manual intervention
- Designed and implemented **6 custom Python tools**
- Integrated **Zoho Analytics API** and **Google sheets** for fetching daily actuals and monthly targets, replacing manual dashboard checks with automated data retrieval.
- Wrote and iterated **agent system prompts** with strict execution rules - preventing hallucination, enforcing tool-only calculations, restricting conversational responses and ensuring stateless operation across runs

NYC 311 Civic Complaint Analysis (2010–2026) ([Demo](#)) March 2026

- Merged and **cleaned** 5 raw messy datasets totalling 13,201 records spanning 2010–2026
- Resolved **7 data quality issues** — inconsistent naming, empty columns, datetime formatting, and duplicate categories

- Built 8 **visualizations** including heatmaps, borough breakdowns, agency benchmarks, and year-on-year trends
- Compared Pre-COVID (2010–2019) vs Post-COVID (2020–2026) complaint patterns
- Delivered **auto-generated insights report** with actionable business recommendations

Data Analysis Project -Namma Yatri Dataset ([Demo](#))

December 2024

- Conducted an in-depth **analysis** of the Namma Yatri open dataset, leveraging **Pandas** and **SQL** to process and analyze over 20 key metrics across 8 cities.
- Built efficient **pipelines** for **data cleaning, transformation, and feature engineering** to prepare the data for analysis.
- Revealed **strategic and business insights**, contributing to a 15% improvement in operational efficiency through **data-driven recommendations**.

CERTIFICATIONS

Data Science- Python Luminar Technolab

February 2025

- Worked on data analysis projects involving data cleaning, visualization, and insight generation using Python and Power BI.
- Gained hands-on experience in SQL, machine learning basics, and statistical techniques.

Advanced SQL Kaggle ([Link](#))

November 2024

Demonstrated proficiency in advanced SQL concepts including joins, subqueries, window functions, and data manipulation for analytical problem-solving.

SKILLS

Computer Languages: SQL, Python, Machine Learning, Python, SQL

Data Tools: Power BI, NumPy, Power BI

Software Packages: Excel, Pandas, Matplotlib, Excel, OpenCV, MySQL

Soft Skills: Communication Skills, Verbal/nonverbal communication, Written communication, Team Building, Time management, Decision-making, Creativity, Teamwork, Critical Thinking, Responsibility, People skills, Presentation Skills

Others: Microsoft Office, Spreadsheet, Problem-Solving, Analytics, Documentation Writing, GenAI, Supabase