

Merlin Treesa Benny

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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, visualization-ready dataset development, and Generative AI applications. Experienced in working directly with clients to gather business requirements, translate them into technical solutions, and build AI agents tailored to operational and analytics needs. Proven ability to improve data quality standards, automate workflows, and deliver measurable operational impact in cross-functional environments. Skilled in leveraging GenAI tools for intelligent automation, insight generation, and decision support while effectively communicating complex analytical findings to stakeholders and business teams.

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*

- Built and deployed **AI agents** using **LLM integration** and Agent Copilot frameworks, automating end-to-end **data processing pipelines** and reducing manual effort by 40%.
- Designed and maintained structured **data validation** workflows across 5,000+ records, improving data consistency and **governance** standards by 25%.
- Created **user flow document** and integrated KPI tracking, helping improve **feature adoption** by 30%.
- 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.
- Supported 3+ end-to-end **ML workflows** including **data cleaning**, validation, SQL querying, and **model experimentation**, gaining full ML lifecycle awareness.

PROJECTS

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

Advanced SQL Kaggle ([Link](#))

November 2024

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

TATA Data VisualiZation: Empowering Business With Effective Insights Forage ([Link](#))

October 2024

- Learned to create effective visualization charts in Power BI and ways to communicate these insights to team.

SKILLS

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

Data Tools: NumPy, Power BI, Power BI

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

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, Crew AI

EXTRA-CURRICULAR ACTIVITIES

Secretary, Western Dance Association — Mount Carmel College

- Served as Secretary for 1 year; active member for 3 years
- Organized and executed multiple events and performances
- Led and managed team members for smooth event coordination