

Naveen Kumar M

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PROFESSIONAL SUMMARY

Senior Analyst with over 5 years of experience in data analysis, process optimization, and automation, with expertise in SQL, Python, Power BI, and Excel. Proven track record in leading initiatives that enhanced operational efficiency by up to 40% and automated reporting systems, cutting manual effort by 30%. Skilled in delivering data-driven insights, optimizing workflows, and streamlining MIS systems. Certified in SQL and Data Analysis, focused on driving performance through actionable intelligence.

EDUCATION

Bachelor of Engineering (Civil Engineering) Selvam College of Technology	2016 - 2020 Grade: 7.2/10.0
Intermediate (Class XII) Christian Matriculation Higher Secondary School	2014 - 2016 Grade: 63.0%
Matriculation (Class X) Kendriya Vidyalaya	2004 - 2014 Grade: 6.6/10.0

EXPERIENCE

Deputy Manager - Analytics August 2025 - Present
DVARA KGFS *Thanjavur, Tamil Nadu*

- Partnered with senior leadership to design and develop dynamic Power BI dashboards leveraging advanced DAX measures and optimized data model relationships, automated data collection via Power BI REST APIs and integrated SQL queries, improving operational efficiency by 30%.
- Utilized Python scripts and AWS services for scalable data processing pipelines, enhancing data ingestion speed and reliability, supported analytics workflows with Excel-based data validation for accuracy and audit.
- Delivered actionable insights through interactive Power BI reports and implemented row-level security to strengthen data governance, demonstrated strong communication, critical thinking, and decision-making skills in cross-functional stakeholder collaborations.

Assistant Manager - Operations October 2024 - August 2025
INDIAN EDUCATIONAL SERVICES *Bangalore, Karnataka*

- Designed and optimized Power BI data models with star schema relationships, developed complex DAX calculations, and automated ETL processes using Power Query and SQL queries, reducing data processing time and improving real-time analytics.
- Leveraged Python for data cleansing and transformation, integrated diverse data sources, and scheduled data refreshes on Azure and AWS platforms, routinely used Excel and Microsoft Office tools to generate supplementary reports.
- Applied critical thinking and teamwork to enhance dashboard usability with CSS and JavaScript custom visuals; managed tasks and project milestones using Jira, ensured data quality and performance on Windows and Linux environments.

Assistant Manager - MIS July 2020 - November 2024
GetMyUni *Bangalore, Karnataka*

- Developed 50+ Power BI dashboards employing relational data models, advanced DAX formulas, and SQL stored procedures, driving 30% gains in reporting efficiency.
- Automated end-to-end reporting workflows with Python-Pandas data pipelines, SQL optimization, and Power Query in Power BI, cutting manual efforts by 60% while integrating multiple data sources including MySQL.
- Conducted extensive data analysis and validation in Excel and Microsoft Office, leveraged Tableau and Matplotlib for supplementary visualizations; employed generative AI techniques for predictive modeling and research insights.

PROJECTS

Data Analysis of Chinook Music Company ([Demo](#)) May 2025

- Conducted extensive data analysis on customer demographics, churn, lifetime value, and regional sales to uncover key behavioral patterns, identify top-performing products, and highlight strategic growth opportunities across markets.

- Developed advanced SQL queries to measure campaign performance, product affinities, and revenue drivers, translating insights into actionable recommendations that enhanced marketing targeting, customer retention, and overall business strategy.
- Tools: SQL (MySQL/SQLite), Git, GitHub, Excel for data visualization

Zomato - Restaurant Expansion Analysis ([Github](#)) ([Demo](#))

February 2025

- Conducted data-driven analysis using Excel (Pivot Tables, VLOOKUP, Charts, Conditional Formatting) to identify market trends, customer preferences, and optimal pricing strategies.
- Developed a dynamic dashboard and strategic recommendations that guided restaurant expansion planning and identified new growth opportunities.
- Tools/Technologies: Excel (Pivot Tables, VLOOKUP, Charts), Data Visualization

Flipkart Automation ([Github](#)) ([Demo](#))

June 2024

- Automated product searches for various items like Washing Machines, iPhones, and Coffee Mugs on Flipkart using Selenium, extracting product details, ratings, discounts, and review counts for further analysis.
- Developed scripts to filter and sort products based on user-defined criteria (e.g., ratings > 4 stars, discounts > 17% highest reviews) using dynamic XPath selectors and Java collections for efficient sorting and output generation.
- Tools/Technologies: Java, Selenium, XPath, Maven, TestNG

Advanced Lead Data Analysis and Reporting Using SQL ([Github](#)) ([Demo](#))

June 2024

- Wrote complex SQL queries to extract, transform, and analyze lead data from multiple databases, ensuring comprehensive reporting on lead performance and source identification.
- Applied advanced data manipulation techniques to filter, join, and aggregate data, delivering valuable insights to support lead generation and conversion strategies.
- Tools/Technologies: MySQL, PostgreSQL, Excel, Metabase, PowerBI (for reporting integration)

Lead Management Automation and Real-Time Data Processing System ([Github](#)) ([Demo](#))

January 2024

- Automated the process of transferring leads using Google Apps Script, XLOOKUP, and Query functions, streamlining lead management and improving data handling efficiency.
- Designed a robust real-time data processing system to minimize manual intervention and ensure timely distribution of leads, reducing operational overhead
- Tools/Technologies: Google Apps Script, Google Sheets, Excel, Automation Scripts

CERTIFICATIONS

Data Science — Google Coursera ([Link](#))

January 2025

- Successfully completed the Google Foundations of Data Science course on Coursera with a 95% grade, gaining expertise in data analytics, project management, data-driven decision-making, and stakeholder communication.

Professional Certification in Data science Newton School

January 2025

- Completed the *Complete Python Course for Beginners* by Newton School, gaining hands-on experience in Python fundamentals, OOP, data structures, algorithms, file handling, and debugging, with practical application in real-world scenarios.

Fellowship in QA Automation Crio.Do ([Link](#))

December 2024

- Completed QA Automation Engineering training with hands-on experience in Selenium, TestNG, JUnit, and REST API, focusing on test automation, framework development, API testing, and end-to-end web application testing.

SQL Certification HackerRank ([Link](#))

December 2024

- Demonstrated proficiency in foundational SQL concepts, including querying, filtering, joins, aggregate functions, and relational database management to extract meaningful insights.

SKILLS

Computer Languages: SQL, Python, Python, SQL, HTML, CSS, JavaScript, Java

Data Tools: Power BI, Power BI

Software Packages: Excel, Virtualization, Pandas, Windows, Matplotlib, Linux, MySQL, Excel

Soft Skills: Decision-making, Research, Teamwork, Critical Thinking, Communication Skills

Others: AWS, Jira, Entrepreneurship, Microsoft Office, Generative AI, Analytics, Tableau