Santosh Kumar

LinkedIn • Github

PROFESSIONAL SUMMARY

Aspiring Data Analyst with a strong passion for leveraging data to drive business decisions. Experienced in e-commerce, financial, and customer analytics, with a keen interest in optimizing revenue strategies and improving service quality. Proficient in Excel, SQL, Power BI, and Python, with hands-on experience in data visualization and statistical analysis.

EDUCATION

Bachelor of Technology (Mechanical Engineering)2014 - 2019Vishnu Institute Of TechnologyGrade: 60.0%Intermediate (Class XII)2012 - 2014Narayana Junior CollegeGrade: 84.8%Matriculation (Class X)2011 - 2012Vignan Concept School.Grade: 7.7/10.0

EXPERIENCE

Senior Associate for Content moderation

Wipro Limited

August 2022 - April 2024 Hyderabad

- Reviewed and analyzed user-generated content (text, audio, and video) using the Atena Tool to ensure compliance with platform guidelines and maintain a safe online environment.
- Identified and removed harmful or inappropriate content, leading to a 20-30% reduction in policy violations. Maintained an accuracy rate of over 95% in content moderation.
- Improved review efficiency by 15-20%, streamlining workflows and reducing processing time per case. Contributed to a 25% decrease in repeat violations, enhancing user compliance and platform safety.
- Collaborated with clients to align moderation strategies with evolving policies. Actively participated in skill development workshops, strengthening expertise in policy enforcement, content analysis, and platform security measures. Utilized Excel, PowerPoint, Word, and MS Office for tracking content trends, preparing reports, and presenting key moderation insights to stakeholders.

Graduate Engineer Trainee

Greentech Industries (India) Pvt. Ltd

November 2019 - April 2022 Naidupeta

- Developed and optimized CNC machine programs for production runs, ensuring parts met precise specifications through quality checks with operators.
- Utilized statistical process control (SPC) tools and data analysis techniques to monitor and improve production quality, reducing defects by 20-25%.
- Troubleshot manufacturing issues by analyzing machine performance data, leading to a 15-20% increase in overall production efficiency.
- Conducted equipment maintenance and verified machine settings, minimizing downtime by 30% and enhancing operational reliability. Collaborated with cross-functional teams to streamline production processes, improving output consistency and reducing material waste by 10-15%.

PROJECTS

Amazon E-Commerce Project Power-Bi (Github) (Demo)

September 2024

- Analyzed customer benefits and rewards by categorizing sales data and visualizing insights to boost engagement.
- Applied ETL processes for data cleaning and modeling, improving analysis accuracy.
- Used DAX functions to calculate discount percentages, identifying the highest discount in Health and Beauty and the lowest in Electronics.
- Skills: Power Bi, Microsoft Word, Microsoft PowerPoint

IPL RCB Strategy - SQL (Github) (Demo)

August 2024

- Assisted the RCB team in the 2017 IPL Mega Auction by analyzing player performance and financial data.
- Used SQL to evaluate past season performance, identifying key metrics for retention and acquisition decisions.

- Provided insights on player retention and suggested high-performing acquisitions, ensuring a balanced team for a competitive edge.
- Skills: My SQL, Microsoft Word, Microsoft PowerPoint

Zomato Restaurants Expansion - Excel (Github) (Demo)

June 2024

- Analyzed global restaurant data to provide strategic insights for Zomato's market expansion.
- Used advanced Excel functions for data cleaning, sorting, and filtering, and created PivotTables and interactive charts for data visualization.
- Developed a dashboard with features like What-If Analysis, forecasting, and regression to support data-driven decision-making.
- Skills: Microsoft Excel, Microsoft Word, Microsoft PowerPoint

CERTIFICATIONS

Professional Certificate in Data Science - April 2024 Newton School

April 2024

- Currently pursuing an intensive Data Science program focused on developing practical skills in data analysis, machine learning, and business intelligence.
- Skills/Tools : Advance Excel, SQL, Power BI.

SKILLS

Computer Languages: SQL, Python

Data Tools: Power BI

Software Packages: MySQL, Excel, Pandas

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

management, Leadership, Written communication, Public speaking Others: Analytics, Social Media, Spreadsheet, Microsoft Office

EXTRA-CURRICULAR ACTIVITIES

Data Science Reading Research,

Independent Data Projects,