

# Sivarangini S A

[LinkedIn](#) • [Github](#)

## PROFESSIONAL SUMMARY

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Detail-oriented and analytical professional with a strong foundation in data analysis and a passion for turning data into insights. Proficient in SQL, and Excel with experience using Power BI through academic projects and internships. Skilled in data cleaning and transformation, and capable of clearly presenting findings to both technical and non-technical audiences. Eager to contribute to data-driven decision-making in a dynamic team environment.

## EDUCATION

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<b>Bachelor of Engineering</b> (Computer Science) Mepco Schlenk Engineering college	2018 - 2022 Grade: 7.3/10.0
<b>Intermediate (Class XII)</b> Little flower girls higher secondary school	2017 - 2018 Grade: 87.4%
<b>Matriculation (Class X)</b> Little flower girls higher secondary school	2015 - 2016 Grade: 93.4%

## EXPERIENCE

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**Associate** June 2022 - Present  
Cognizant *Hyderabad*

- Optimized AMEX credit card document reviews using Excel for analysis and reporting, ensuring accuracy and consistency in customer data and billing statements improving process efficiency by 20%.
- Retrieved data for bill cycles through SQL using Hive and Xnet, enabling targeted data extraction and validation.
- Automated the download of credit card documents from Monocle using Selenium, significantly reducing manual effort and increasing processing speed.
- Utilized DiffPDF to compare PDF documents and Top to validate Word documents, ensuring accuracy and consistency in generated statements.
- Reduced data discrepancy rates by 40% through enhanced validation procedures supported by automated tools and manual quality checks.

## PROJECTS

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**Hotel Booking Data Analysis and Revenue Optimization** ( [Github](#) ) ( [Demo](#) ) June 2025

- Conducted Exploratory Data Analysis (EDA) on a dataset of 119,390 hotel bookings using Python to address high cancellation rates and lack of insight into customer booking behaviors.
- Identified a 37% overall cancellation rate and discovered a significant correlation between lead time and cancellations, where bookings made 365 days in advance had a 50% cancellation rate compared to just 20% for short-term bookings.
- Analyzed revenue metrics to reveal that Transient guests generate the highest Average Daily Rate (\$107), while the "Group" segment showed a high cancellation risk of 61%, pinpointing specific areas for operational improvement.
- Formulated revenue optimization strategies including dynamic pricing based on lead-time distribution, overbooking thresholds to maximize occupancy, and targeted retention campaigns for families and repeat guests.
- Tools: Python, Microsoft PowerPoint

**Chinook Music Store Sales Analysis and Customer Insights** ( [Github](#) ) ( [Demo](#) ) February 2025

- Performed end-to-end analysis of the Chinook music store database using SQL uncovering key customer behavior, sales trends, and market dynamics.
- Identified top-selling tracks, most engaged customer segments, and genre popularity across geographies, leading to actionable insights for targeted marketing and customer retention strategies.
- Performed churn analysis, loyalty segmentation, and genre affinity modeling to highlight customer lifetime value and cross-selling opportunities.
- Recommended data-driven strategies for customer retention and global market expansion based on in-depth analysis of purchase patterns, revenue contribution, and artist affinity.
- Tools: My SQL, Excel, Microsoft PowerPoint

**AstroSage Call Center Optimization Project** ( [Github](#) ) ( [Demo](#) ) December 2024

- Conducted an in-depth analysis of AstroSage's call center post-Rs.1 crore investment by reviewing 2,000+ consultation records to benchmark productivity, customer satisfaction, and revenue trends.
- Diagnosed core inefficiencies only 1.87 calls/guru/day, uneven workload distribution, and underperforming channels to pinpoint where performance falls short.
- Designed a targeted Rs.1 crore deployment strategy across five pillars: IVR and tech upgrades, comprehensive agent training (including peak-hour staffing), dynamic workforce management tools, automated feedback systems, and focused marketing campaigns.
- Developed Excel dashboards to visualize key metrics, revealed that calls generate 3.7× more revenue than chats, and outlined actionable plans to optimize premium services, boost ROI, and drive operational efficiency.
- Tools: Excel, Microsoft PowerPoint

## CERTIFICATIONS

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**Professional Certificate Course in Data Science** Newton school

November 2024

- Gained hands-on expertise with industry-standard tools and programming languages, such as SQL
- Mastered core concepts in statistics and data visualization
- Applied practical, project-based learning to solve real-world business challenges through data-driven decision-making
- Tools Learned: SQL, Power BI, Advanced Excel

## SKILLS

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**Data Tools:** Power BI, Power BI

**Software Packages:** Excel, MySQL, Excel

**Soft Skills:** Time management, Research, Teamwork, People skills, Communication Skills