

EDUCATION

Post Graduate Program in Data Science and Engineering Great Lakes Institute of Management	Bangalore, Karnataka October 2023 - May 2024
Bachelor of Engineering in Mechanical Engineering Mangalore Institute of Technology and Engineering (MITE)	Mangalore, Karnataka July 2014 - October 2018

TECHNICAL SKILLS

Excel	Lookups, Pivot table, Pivot Chart, Power Pivot, Dashboards and Reports
Power BI	Power Query Editor, Data Modelling, DAX Functions, Data Visualization
SQL	Sub-Queries, Joins, Windows Function, CTE, Views, Stored Procedure, Triggers
Python	Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, EDA, Web Scrapping
Statistics & ML	Descriptive Statistics, Inferential Statistics, Hypothesis Testing, Regression, Classification

EXPERIENCE

Think & Learn Private Ltd. (BYJUS) Assistant Manager	Ernakulam, Kerala March 2020 - March 2023
<ul style="list-style-type: none">Built and automated dashboards in Excel and Google Sheets to track KPIs across marketing and sales funnels, improving reporting efficiency and enabling faster decision-making.Created and shared daily and weekly reports on team and campaign performance, enabling quick insights and prompt action on performance gaps.Conducted funnel analysis across key sales stages from lead assigned to conversion, resolved drop-offs through targeted fixes, and improved conversion rate from 1% to 4 %.Reduced overall marketing CPL by 56.25% (₹800 to ₹350) by analysing campaign-level ROI, identifying high-performing BTL formats, and discontinuing underperforming ones based on lead quality and conversion metricsCleaned and structured a 4,000+ school database in Excel and Google Sheets for integration into the DSSL app.Managed end-to-end BTL asset activation, ensuring CPL compliance before approval and coordinating with finance to process partner payments on time and within budget targets.Managed and mentored a team of 3 to 5 BDEs and interns to execute lead generation campaigns across various projects, tracking performance and ensuring timely execution.Achieved the highest average registrations in Kerala for DSSL Season 3, with 12,000+ participants, by creating a structured operational flow and optimizing outreach strategies to counter online competition.	
Think & Learn Private Ltd. (BYJUS) Marketing Intern	Thiruvananthapuram, Kerala June 2019 - January 2020
<ul style="list-style-type: none">Onboarded 40+ schools for Discovery School Super League Season 2 and conducted school-level and district-level quiz competitions across Kerala as part of India’s largest offline quiz event.Managed logistics and coordination for school and state-level quiz events across Kerala, and handled CRM updates and operational processes to ensure seamless execution and accurate data tracking.	

PROJECTS

Music Store Analysis | MySQL

- Leveraged SQL to extract insights from a music store database on customer behaviour, genre preferences, and sales trends.
- Optimized SQL queries to extract insights from complex multi-table datasets.
- Applied advanced SQL techniques like joins, subqueries, CTEs, and window functions for analysis.

Bengaluru Housing Price Prediction Model | Machine Learning - Regression

- Developed a predictive model to estimate Bengaluru housing prices using regression techniques
- Performed comprehensive data preprocessing, including handling missing values, outliers, correcting data types, applying feature engineering, encoding techniques, and hyperparameter tuning to optimize model performance.
- Trained models such as Linear Regression, Random Forest, and Decision Tree, and deployed the final model using Pickle for fast and scalable predictions.
- Deployed the model on Hugging Face Spaces using Gradio, enabling interactive web-based predictions

COURSES & CERTIFICATION

- Gold Badge in SQL and Silver in Python - HackerRank
- Microsoft Power BI - The Practical Guide – Udemy