HARUN RAJ D
DATA ANALYST

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SKILLS

Python; SQL; Machine Learning; Numpy; Pandas; Power BI; Tableau; Advanced Excel; Sci-Py; Data Preparation; Power Point.

PROFESSIONAL EXPERIENCE

Maveric Systems Ltd – Chennai, Tamil Nadu.
Software Engineer (Data Analyst), July 2021 – Present

- Developed methods to support the access, storage and reporting of data sets that result from project initiatives.
- Visualized and communicated the insights, patterns and trends from complex data sets. Delivered BI dashboards and reports.
- Performed data scrubbing, troubleshooting quality checking and usability analysis to identify anomalies

iOPEX Technologies. – Chennai, Tamil Nadu.
Campaign Specialist(Data Analyst), August 2020 – December 2020

- Responsible for assisting in the analysis on top of big data environment to identify trends, patterns and significantly increase revenue through data analysis
- Analysed complex data sets with in-depth statistical analysis to identify potential opportunity areas.
- Measured quantifiable impact on Subject matter expert decisions to forecast future sales.
- Increased marketing campaign effectiveness by developing new marketing campaign based on statistical analysis.
- Achieved a client satisfaction rate of over 97% based on implementing effective cost cutting measures in time sinks.

Paragon Digital Services – Chennai, Tamil Nadu.
Senior Process Executive(BI-Analyst), June 2018 – April 2020

- Partnered directly with the executive team as the first data hire to formulate and report on KPIs across their web properties that received 225M visitors annually using SQL and advanced Excel.
- Reduced fraud by analysing suspicious activity in logs and performance data.
- Pre-processed data which involves data cleaning, normalization and transformation.
- Extracted data from various data sources using Total Connect and Data Stream API. Mapping the data using Datoroma AI.
- Created the calculated field for custom mapping and Transforming data into actionable insights.
- Developed the 100+ complex management reporting dashboard, analysis and solutions for clients as well as internal organization.
- Collaborated with analyst team to oversee end to end process surrounding customers return data.
- Analysed, documented and reported user survey results to improve customer touch point's processes by 18%.

EDUCATION

Great Lakes - Chennai, TamilNadu.

Post Graduate Programme in Data Science andEngineering, 2020-2021.

B.S Abdur Rahman University – Chennai, Tamilnadu.

Bachelor of Technology in Automobile, 2012-2016

ADDITIONAL SKILLS

- Beginner in Data Science and Model developing.
- Expert in Microsoft Office, with a focus on Excel and Power Point.
- Digital Marketing, require little to no training.