

MUKESHRAJAN R - Business Analyst

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Certified Business Analyst with strong skills in data analytics, requirement gathering and stakeholder communication, with experience in Power BI, SQL, and Python. Proven track record of translating business problems into technical solutions, managing large datasets, and generating actionable insights to drive efficiency and cost savings. Adept at working in Agile teams, preparing BRDs, and collaborating with cross-functional stakeholders to improve business performance.

CORE COMPETENCIES:

Business Analysis: Requirement Gathering, BRD, User Stories, Use Cases, Gap Analysis, Agile, Impact Assessment.
Data Analytics & Tools: SQL, Power BI, Python (Pandas, NumPy), Excel, Tableau (Basic), DAX.
Visualization & Reporting: KPI Dashboards, Ad-hoc Reporting, Executive Presentations, Forecasting, Root Cause Analysis.
Data Management: ETL, Data Validation, Data Modeling, Data Cleansing.
Soft Skills: Stakeholder Collaboration, Problem Solving, Communication, Critical Thinking, Adaptability.

EDUCATION:

Vellore Institute of Technology Integrated Masters in Software Engineering (CGPA: 8.06)	Vellore, India JUL 2019 - APR 2024
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EXPERIENCE:

Data Analyst Reach Today Media	Vellore,TN JAN 2023 - DEC 2024
➤ Collaborated with campaign strategy teams to gather business requirements, define use cases, and translate them into analytical models and BI reports. ➤ Conducted impact analysis across 500,000+ voter records, identifying key demographic segments and improving campaign targeting strategies. ➤ Developed automated Power BI dashboards tracking 10+ operational KPIs to support leadership decisions and real-time reporting. ➤ Managed and cleaned disparate data sources (electoral rolls, survey feedback), improving data quality score by 60% and enabling better insight generation. ➤ Led stakeholder presentations to campaign heads and external consultants; reports contributed to policy direction and manifesto changes. ➤ Achieved ₹5M in cost savings by optimizing resource allocation based on insights from booth-level and demographic data.	
PwC Power BI Job Simulation	Remote Feb 2024 - Mar 2024
➤ Delivered a call center performance dashboard that reduced average handling time by 8% through visibility into agent metrics and volume trends.	
TATA CONSULTING SERVICES Data Visualization: Empowering Business with Effective Insights	Remote Jan 2024 - Feb 2024
➤ Delivered real-time sales funnel insights, resulting in 13% conversion rate improvement using live monitoring tools.	
KPMG Data Analytics Consulting Virtual Internship	Remote Aug 2023 - Sep 2023
➤ Built a segmentation model to support targeted customer marketing and reporting, resulting in a 14% rise in user engagement.	

PROJECTS:

Detection of Card Payment Failure using Ensemble Learning

- Conducted **data imputation, validation, and preprocessing** followed by **ensemble modeling** (Random Forest, Adaboost, Gradient Boosting) to identify failure patterns and prevent loss.

Pizza Sales Dashboard

- Designed a business performance dashboard that uncovered top-selling items, optimized operational hours, and **boosted revenue by 18%**.
- Analyzed sales data trends and patterns to identify key opportunities and areas for improvement, leading to a 9% boost in sales productivity.

CERTIFICATIONS:

- Microsoft Power BI Data Analyst Professional.
- Google Business Intelligence Professional.
- Business Analytics with Excel.