

# Pradeepa Raja

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## Professional Summary

Aspiring Data Analyst & Business Intelligence enthusiast with a strong foundation in SQL, Python, and Tableau. 1.5 years of experience as a Programmer with hands-on exposure to data-centric projects and tools. Skilled in data visualization, statistical analysis, and transforming raw data into meaningful business insights. Passionate about leveraging data to solve real-world problems and continuously expanding expertise in the data analytics field.

## Skills

- **Programming & Data Analysis:** Python (NumPy, Pandas, Streamlit, SciPy, Scikit-learn)
- **Databases & Data Warehousing:** SQL Server, MySQL, BigQuery, Snowflake for query optimization, stored procedures, CTEs, window functions, indexing, and performance tuning
- **Data Visualization:** Tableau (interactive dashboards, KPI tracking, trend analysis), Advanced Excel (Pivot Tables, Power Query, Macros, data Modelling, VBA)
- **Machine Learning:** Regression (Linear, Logistic), Decision Trees, Random Forest.

## Experience

*Tata Consultancy Services - Programmer | Jul 2022 – Nov 2023*

- Led ISIM and ISAM projects, enhancing team efficiency by 15% and achieving a **90% incident resolution rate**.
- Implemented **user provisioning** and **role-based access control** during cybersecurity incidents, using system data to ensure compliance with security policies.
- Conducted regular healthchecks and monitored system performance using **inbuilt BI dashboards**, resulting in an **85% improvement in uptime** and early detection of security threats.
- Trained team members on incident handling protocols, improving overall team preparedness and response effectiveness

## Projects

### [Financial Insights Dashboard \(Fin Lens\)](#) (Financial Analysis, Data Visualization | Tool: Tableau)

- Developed an **interactive Tableau dashboard** to track key financial metrics.
- Implemented **advanced visualizations** with real-time tracking and drill-down features for deeper insights
- Enabled easy navigation for stakeholders to explore various financial scenarios.

### [LLM-Based Resume Chatbot](#) (Resume analysis, Streamlit App | Tool: Python , Streamlit)

- Developed an interactive **Streamlit-based chatbot powered by LLM** to analyze resumes, enabling users to upload resumes and ask questions for **dynamic insights**.
- Implemented real-time resume parsing to extract key details like **work experience, skills, and education**, with an intuitive chat interface providing accurate, **context-aware responses** for recruiters and job seekers.

### [Customer Relationship Management](#) (CRM Analysis, RFM Analysis, Churn Analysis, CLV, Python)

- Analysed CRM data using **RFM, Churn, and CLV models** to improve customer segmentation and retention
- Identified high-value customers and **recommended targeted** marketing strategies.
- Developed churn re-engagement strategies and increased retention.
- Uncovered **top products, seasonal purchase trends, and payment preferences** to guide sales planning and improve customer experience.

### [Target E - Commerce Customer Behaviour & Trend Analysis](#) (Customer Behaviour Analysis, | Tools : Bigquery)

- Analyzed e-commerce trends and customer behavior in Brazil (2016–2018) using SQL queries on structured transactional data.
- Identified key business sectors and mapped customer distribution across cities to uncover regional buying patterns.
- Recommended logistics improvements by examining delivery performance and freight costs, supporting better supply chain decisions.

## Education

- Master of Computer Science – Specialization in Data Science and Machine Learning  
Woolf University (Scaler Neovarsity – Online) | Europe | Present
- Bachelor of Computer Science  
KSR College of Arts and Science | Tamil Nadu, India | 2022  
CGPA: 8.6 / 10