

# KARTHICK RAJA

## DATA ANALYST

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### PROFESSIONAL SUMMARY

Data Analyst skilled in SQL, Python, Excel, and Power BI with hands-on experience in ETL pipelines, dashboard development, and KPI reporting. Experienced in analyzing large datasets, data cleaning, and transforming raw data into actionable business insights. Strong foundation in data visualization, exploratory data analysis (EDA), DAX, Power Query, and business intelligence reporting.

### TECHNICAL SKILLS

**Languages:** SQL, Python

**Data Visualization & BI:** Power BI, Excel

**Power BI Skills:** DAX, Power Query, Data Modeling, KPI Cards, Slicers, Drill-through, Dashboard Development

**Core Skills:** ETL, EDA, Data Cleaning, Data Validation, Business Reporting, Trend Analysis, Stakeholder Reporting, Business Intelligence

**Libraries:** Pandas, NumPy, Matplotlib, Seaborn

**Databases & Tools:** MySQL, Git, Streamlit

### PROFESSIONAL EXPERIENCE

#### Data Analyst Intern

Besant Technologies, Chennai | Feb 2026

- Cleaned, transformed, and validated **50K+ records** using Python (Pandas) and Excel to improve data quality and reporting accuracy
- Performed ETL operations including data extraction, transformation, and loading on structured datasets
- Developed SQL queries using joins, aggregations, filtering, and subqueries for reporting and analytical requirements
- Designed interactive Power BI dashboards using **DAX, Power Query, slicers, drill-through, and KPI cards**
- Conducted exploratory data analysis (EDA) and trend analysis to identify patterns and business insights
- Automated repetitive data processing tasks using Python, improving reporting efficiency
- Applied data validation and error-handling techniques to improve ETL workflow reliability
- Supported stakeholder reporting and KPI tracking for business intelligence reporting

### PROJECTS

#### API Performance Monitoring & Analytics System | Python | MySQL | Power BI | DAX

- Built an end-to-end ETL pipeline in Python to simulate and process **100K+ API log records** across multiple endpoints with latency, status code, and SLA monitoring
- Implemented data validation and rejected-log tracking workflows to improve data consistency and support debugging and root cause analysis
- Developed **40+ SQL queries** for KPI reporting, latency analysis (P95/P99), failure diagnostics, and automated alert generation
- Designed a real-time Power BI dashboard tracking key metrics including Success Rate, Error Rate, Average Latency, SLA Breach Rate, and API Health Score
- Performed endpoint-level failure analysis to identify high-error APIs and support optimization recommendations

#### Business Performance & Customer Intelligence Dashboard | Power BI | SQL | Excel | DAX

- Built a 5-page interactive Power BI dashboard analyzing \$2.3M sales, \$286K profit, and 9,994 orders using the Superstore dataset (2014–2017)
- Developed and tracked **15+ business KPIs** including Total Sales, Profit Ratio, Average Order Value, Average Discount, Repeat Customer Rate, and Revenue per Customer
- Designed an Executive Overview dashboard with YoY sales/profit growth analysis, category-wise drill-downs, and city-level performance tracking
- Created rolling average trend analysis (4-week & 12-week), WTD/MTD/QTD/YTD KPI reporting, and negative-profit market identification using DAX measures
- Built customer analytics reports including **customer segmentation, retention cohort analysis, CLV scatter plots**, and returned product analysis
- Improved reporting efficiency through automated dashboards and business intelligence reporting

### EDUCATION

#### B.E. Computer Science and Engineering | Apr 2026

Hindusthan Institute of Technology, Coimbatore | CGPA: 7.2