# Sunil Kumar M

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## SUMMARY

Detail-oriented Data Analyst with expertise in data analysis, statistical techniques, and data visualization, dedicated to supporting business optimization decisions through data-driven insights. Also adept in leveraging Microsoft Office Suite to prepare comprehensive presentations that effectively communicate analytical findings. Familiar with **Agile methodologies** and their role in improving project delivery and team collaboration

## KEY SKILLS

- **Key Skills**: Data cleaning and transformation, Data manipulation, Data visualization, Data Modeling, Statistical analysis, Database Management, Data Quality, Graphing, Mail Merge, Database Design, Dashboarding, Agile, PowerPoint, Pivot table, ETL, Data Warehouse, Descriptive Statistics, Hypothesis Testing, Regression Analysis, Correlation Analysis.
- **Tools:** Python, MYSQL, Power BI, Tableau, MS Excel, Google Sheets.
- **SQL**: Proficient in SQL Query, DDL, DML, TCL, Subqueries, Joins, aggregate functions, Data validation and Normalization.
- **Python**: Pandas, NumPy, Scikit-learn, matplotlib, seaborn, Array.
- **Excel**: VLOOKUP/HLOOKUP, INDEX/MATCH, IF function, Pivot Tables, Data Analysis, Analytical skill, Data filters, Charts, Macro, Reports.
- **Soft Skills**: Communication Skill, Teamwork, Collaboration, Problem-solving, Attention to detail, Risk Management, Prioritization, Responsibility.
- **IDE**: Jupyter Notebook, MySQL Workbench.

## ACADEMIC PROJECTS

### HBFC Bank: Customer Data Analysis and Segmentation [Microsoft Excel] - **Link**

- Assisting in the analysis of HBFC Bank's top 5 demographic segments showed targeted promotions drove up to 97% loan engagement and boosted credit spending by $3.4K to $3.9K, enhancing outreach impact.
- Preprocessed and cleaned datasets with 95% accuracy, ensuring **data integrity** for reliable analysis.
- Performed segmentation analysis, classifying 5,000+ customers by age, income, education, and product usage patterns. **Utilized design documents to outline the approach and methodologies.**

    **Key Skills**: Data Analysis & Segmentation**,** Data Cleaning & Preprocessing, Statistical Analysis & Pattern Recognition.
    **Tools Used: Microsoft Excel (Pivot Tables, VLOOKUP, Advanced Formulas)**

### Chinook-Database-Analysis [MYSQL] - **Link**

- **Data Analyst** leveraging SQL to explore the **Chinook Database**, uncovering insights into sales, customer behavior, and music trends across genres, artists, and albums.
- Designed and executed over 25 complex SQL queries to solve real-world problems, such as calculating monthly invoice sales, identifying top 10% customers and artists, and analyzing track purchase patterns.
- Developed reporting solutions to present findings efficiently.
- Improved data accuracy by performing data cleaning and integrity checks on over 1,000 records, ensuring 99% data consistency for actionable insights derived from relational database structures.

    **Key Skills**: SQL Querying, Data Modeling, Relational Database Analysis, KPI Calculation, and Insights Generation, Aggregation Functions, and Joins.
    **Tools Used:** MySQL, SQL Workbench, Relational Database Schema.

### IPL 2024 Player Performance Analytics, Real-Time Project [Microsoft Power BI] - **Link**

- Data enthusiast utilizing Power BI to **explore IPL 2024 player**, identifying critical metrics such as **boundary percentages, strike rates**, and **batting averages** to deliver meaningful **cricket insights**.
- Implemented advanced Power BI techniques, including **DAX measures**, to calculate **custom KPIs** like **strike rates** and **run contributions**.
- Demonstrated expertise in database design and management to process and analyze Player Performance **data.**
- Conducted detailed **data preprocessing** and cleaning to ensure accuracy and reliability of insights.

    **Key Skills**: Data Collection (Web Scraping), Data Preprocessing, Data Cleaning, Data Modeling, KPI Development, Data Visualization, and Insights Generation, **Dax Measures**.
    **Tools Used: Power BI, Power Query, Microsoft Excel, Instant Data Scraper, Octoparse 8.**

## Work Experience

### 3D Artist, Super DNA Techno Lab          Sep 2022 – Feb 2024

- Demonstrated **professionalism** by improving high-quality 3D textures with Adobe tools, completing 30-40 models monthly with 98% accuracy.
- **Dynamic Environment**: Proven ability to adapt quickly in fast-paced settings, continuously enhancing **team** productivity

and operational efficiency.
- Performed quality checks and introduced ideas, improving project quality by 15%. **Implemented innovative solutions to elevate project outcomes.**
- **Rebuilt 3D model structures** ensuring proper adjustments to fit the project requirements.
- **Extracted high-quality textures** from images or Google search, enhancing them using **Gigapixel AI** to obtain HD images for use in the models.

**Achievements:**
- Transformed from a **Junior 3D Artist** to a key creative contributor within just 6 months.

## HACKATHONS/OTHER  CERTIFICATIONS

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|---|---|
| **Data Analytics** – Great Learning – Link | **Dec 2023 – Jun 2024** |
| **SQL** – Hacker Rank - Link | **Jun 2024 – Sep 2024** |

## EDUCATION

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|---|---|
| Great Learning Academy – Data Analytics  **84%** | **2023 - 2024** |
| Image Educational Institute – **B.Sc.** (Multimedia) - **53%** | **2019 - 2022** |
| Dr.MGR Educational and Research Institute – **B. Tech** (Civil) – (Coursework Completed) | **2014 - 2018** |
| Grace Matriculation Higher Secondary School – **Intermediate** - **59%** | **2014** |
| Grace Matriculation Higher Secondary School – **Secondary School Certificate** - **78%** | **2012** |

## OTHER  ACHIEVEMENTS

- Achieved 3-Star rating in Hackathon demonstrating **innovative problem-solving skills and technical expertise in a challenge environment.**
- Secured 3rd in State-Level Chess Competition: Demonstrated strategic thinking, focus, and problem-solving skills, competing at a high level and representing in Tamil Nadu.

## OTHER  Links

Cover Letter- View Here