

# M.ABINESH

Aspiring Data Analyst

+919524359646 /6382646694 [abineshmathi1999@gmail.com](mailto:abineshmathi1999@gmail.com)

<https://www.linkedin.com/in/abinesh-mathiyalagan-462731317>

## Coimbatore, Tamil Nadu

Highly analytical and detail-oriented entry-level data analyst with a robust foundation in statistical analysis, data visualization, and data manipulation. Skilled in MS-Excel, Tableau, Statistics, Basics of machine learning and . Gained practical experience in using Power BI to create insightful reports and dashboards and also practical experience working on MySQL workbench. Possess strong problem-solving abilities, with a knack for identifying trends, patterns, and anomalies in large datasets. Motivated to apply analytical skills to drive data-driven decision-making and contribute to the success of an organization. Seeking an opportunity to apply skills and knowledge in field in data.

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### Education

**Bachelor of Science: BSC(HONS) AGRICULTURE| 2018-2022**

Ramakrishna Mission Vivekananda University, Coimbatore- 81.1%

### Work history

**Data Analyst Consultant, Intern | Rubixe (May2024– July2024)**

- Conducted data analysis on marketing campaigns and customer behavior using SQL, PowerBi and Excel
- Conducted in-depth Exploratory Data Analysis (EDA) using python employing advanced Data Visualization Techniques, uncovering valuable trends, patterns, and insights that informed strategic decisions.

### Skills

- Analytical: Linear Regression, Logistic Regression, Data transformation, Data visualization, Machine Learning, Clustering, Classification Techniques
- Technical: AWS Redshift, SQL server, Power BI, MS Excel
- Effective communication, Teamwork, Adaptability,
- Critical thinking, Problem solving, Time management.

### Certifications

- Introduction to MsExcel (Simplilearn)
- Certified Data Analyst (Datamites)
- Beginner in Chatgpt (Great Learning)
- SQL Realtional Databases (IBM)

## Projects (Rubix)

### Project 1: HR Analytics (May 2024)

- Used MySQL workbench to extract data from the database. Performed Data Integration where Utilized employee data to build a detailed dataset.
- Utilized Data analysis to calculate key metrics to identify trends, make data-driven recommendations, and support strategic decision making.
- Created interactive visualizations and reports to showcase employee distribution. Designed filters for dynamic data exploration
- Developed and implemented a comprehensive HR analytics dashboard using Power BI to streamline data visualization and reporting to generate actionable insights for HR strategies and operational improvements.
- Achieved a Predictive Accuracy rate -100%

**Skills Applied** : MySQL, Power BI tool for Data Visualization

### Project 2: IMDB Movies (June 2024)

- Developed and executed a series of complex SQL queries to analyze and retrieve comprehensive data from the IMDB database.
- Performed Comprehensive Data Retrieval to extract detailed information on movies, directors, and other related entities from the IMDB database
- Effectively used MySQL to extract actionable insights like directors metrics etc. from large datasets by performing SQL queries
- Achieved a Predictive Accuracy rate -100%

**Skills Applied**: MySQL

### Project 3: Customer Segmentation (July 2024)

- Conducted an in-depth customer segmentation analysis to enhance marketing strategies and improve customer targeting by leveraging Power BI for data visualization and the Orange tool for K-means clustering
- Collected and organized extensive customer data to Ensure data quality and accuracy for meaningful insights
- Applied K-means clustering using the Orange tool to categorize customers into distinct segments to facilitate target marketing and personalize customer experiences.
- Utilized Power BI to create interactive dashboards and visualizations that illustrated customer segments, purchase behaviours, and trends. Developed reports that highlighted actionable insights for strategic decision-making.
- Identified key customer segments, analysed purchasing patterns, and assessed the impact of factors on customer behaviour. Provided recommendations for optimizing marketing campaigns and improving customer engagement.
- Achieved a Predictive Accuracy rate -100

**Skills Applied** : Power BI, Orange .

