

LENA B

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CAREER SUMMARY

Data Analyst with hands-on experience in Python, SQL, Power BI, and Excel, specializing in data cleaning, exploratory data analysis, and dashboard development. Skilled in transforming large, structured datasets into actionable business insights, including analyzing 500K+ retail transactions for customer segmentation and building KPI dashboards for financial and HR analytics. Proficient in building automated, data-driven solutions such as a constraint-based scheduling system. Strong analytical thinker with a solid foundation in Computer Science, seeking to apply data analysis skills to drive business decisions in an entry-level Data Analyst role.

TECHNICAL SKILLS

Core Skills: Data Cleaning, Data Analysis, Data Visualization, Exploratory Data Analysis (EDA), KPI Development, Dashboard Design, Business Insights

Programming & Libraries: Python, SQL, Pandas, NumPy, Matplotlib

Power BI: DAX, Power Query

Microsoft Excel: Pivot Tables, VLOOKUP/XLOOKUP, Conditional Formatting, Charts & Graphs

Version Control: Git, GitHub

Soft Skills: Analytical Thinking, Problem Solving, Critical Thinking, Communication, Team Collaboration, Leadership, Time Management

PROJECTS

Advanced Timetable Generator | Desktop Application | *Electron.js, React.js, Node.js, SQLite*

- Developed a constraint-based system to generate conflict-free academic timetables
- Managed structured datasets for subjects, faculty, and scheduling
- Automated timetable creation, reducing manual effort
- Enabled export to PDF and Excel formats

Customer Sales Analysis & Customer Segmentation | *Python, Pandas, NumPy, Matplotlib*

- Analyzed 500K+ online retail transactions to identify sales trends, customer purchasing behavior, and revenue drivers
- Performed data cleaning, handled missing values and duplicates, removed invalid transactions, and engineered new features for analysis
- Conducted exploratory data analysis (EDA) to identify top-selling products, high-value customers, monthly sales trends, and country-wise revenue
- Segmented 4,000+ customers into VIP, Loyal, Regular, and New groups based on total spending to support customer retention strategies
- Developed professional data visualizations and summarized business insights using Python, Pandas, NumPy, and Matplotlib

HR Analytics Dashboard | *Power BI*

- Analyzed employee dataset to study workforce distribution across departments
- Built interactive dashboards with filters for data exploration
- Highlighted workforce trends to support HR decision-making

CERTIFICATIONS

- Data Analysis with Python — IBM
- Python for Data Science — NPTEL
- Data Science & Analytics Simulation — HP
- GenAI Data Analytics Simulation — Forage (Tata Group)

EDUCATION

BSc Computer Science — Nilgiri College of Arts and Science (Autonomous) | GPA: 85/100 | 2026

LANGUAGES

English, Tamil, Malayalam