

Thomas Dhanabal I

christaswinthomas@gmail.com

Phone Number: 8754372732

LinkedIn: <https://www.linkedin.com/in/thomas22851278/>

GitHub: <https://github.com/Thomas-Dhanabal-I>

Objective

Analytic and process-oriented analyst looking for opportunities to incorporate my skills and training to help the company grow along with personal growth through hard work, attention to detail and good organization skills. Clear knowledge of database types, research methodologies, data capture from data platform, curation, manipulation and visualization. Furnish insights, analytics to obtain results. Always motivated to learn, grow and excel the industry.

Looking for Data Analyst/Business intelligence (BI) Analyst jobs across India.

Professional Summary

- Strong **Mathematical** foundations and good in **Statistics, Probability, Calculus** and Linear Algebra.
 - Experience working with **Machine Learning Algorithms** like **Simple Linear Regression, Multiple Linear Regression, Polynomial Regression, Logistic Regression, SVM, KNN, Decision Tree, Random Forest, AdaBoost, Gradient Boosting, XGBoost, K-fold Cross Validation.**
 - **Performing Exploratory Data Analysis (EDA), ETL** process from various sources.
 - **Feature Engineering in Python-** Missing value treatment, outlier handling, data transformation and reshaping data using Python Packages like NumPy, Pandas and Scikit Learn.
 - Data visualization techniques with the help of Matplotlib and Seaborn.
 - Skilled in Libraries Like **Numpy, Pandas, Matplotlib, Scikit Learn, Plotly.**
 - Hands on experience working with datasets from data extraction, pre-processing, model-selection, model building.
 - **Web scraping** using **BeautifulSoup.**
 - Quick Learner, Critical thinker with a keen eye for all details. Enthusiasm towards researching and learning new and upcoming Technologies. Good listener, Team Player, punctual and organized.
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Work Experience

Role: Junior Data Analyst

2022 Aug – 2023 Sep

Company: Netzwerk Data Science Academy Pvt Ltd., Bengaluru

Project

Targeted advertising based on customer sentiments.

Project Description

The project focus on the sentiments of people(customers) in different region towards stock market.

Our client decides the contents of advertisements based on the sentiments type by the input we give from our analytical methods. A large data is collected through web scraping via platforms like blogs, public websites, social media comments few other sources using certain keywords like stock_market_fraud, stock_learning etc with profile location. The data is collected in .txt format. This data is cleaned & given as input to the Word Cloud algorithm. This model gives the respective region & its sentiment. A set of 45 different combination is run to collect the data and validate it. Validation was done by client. This project helped the client to target right sentiments in the right location. Status of each month sentiments reported to customer. Project development carried out by us each month to update sentiments.

Roles and Responsibilities

- Collaborate with the data collection team to identify relevant sources for sentiment data, including blogs, public websites, social media comments, and other platforms. Determine appropriate keywords and search criteria for web scraping to gather data related to stock market sentiments.
 - Write Python scripts and utilize web scraping libraries (e.g., BeautifulSoup, Scrapy) to extract data from various online sources. Automate data collection processes to ensure regular and timely updates of sentiment data.
 - Utilize SQL queries and database management systems to store, organize, and retrieve data collected through web scraping. Maintain and optimize databases to ensure efficient data storage and retrieval processes. Perform data transformations and aggregations using SQL to support analysis.
 - Develop and implement data cleaning procedures to ensure the collected text data is accurate and ready for analysis. Handle data extraction from .txt files and perform necessary text preprocessing tasks such as removing noise, special characters, and irrelevant information using Numpy, Pandas and necessary python packages.
 - Design and develop interactive dashboards and reports using Power BI to visualize sentiment trends and analysis results. Connect Power BI to data sources, including SQL databases, to create dynamic and up-to-date reports. Share Power BI reports with stakeholders and provide training if necessary.
 - Develop or utilize a Word Cloud algorithm to create visual representations of the most frequent words associated with different sentiment types. Generate Word Clouds for various regions to help visualize sentiment patterns.
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Technical Skills

- Programming Language : Python.
 - Platforms : Anaconda (Jupyter Notebook), MS office tools, PowerPoint, MS Word
 - Python Libraries : NumPy, Pandas, Matplotlib, Seaborn, Plotly.
 - Tools: Web scraping, Tableau, Power BI.
 - Skills : MS SQL server, MYSQL, MS Excel
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Educational Qualifications

BSc Mathematics ,2019-2022

Government Arts & Science College (Autonomous), Coimbatore. (secured 6.7 cgpa)

HSC , 2017-2019

Vijayalakshmi Met High Sec School, Sirumugai, Coimbatore. (secured 72%)

SSLC , 2016-2017

Govt High Sec School, Mettupalayam, Coimbatore. (secured 94%)

Certifications

2022-12	Data Analytics course with Hands-on GPU from Netzwerk Academy an ISO certified institute.
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Data Analysis Projects

Sales Insights Dashboard

- Designed a Power BI dashboard to understand AtliQ hardware goods sales trend.
- The final dashboard was effective at displaying the sales trend of AtliQ hardware, allowing users to understand the data and make informed decisions.
- This dashboard could help in increasing the revenue at least by 7% in the next quarter.

Technology Used: [Power BI | SQL]

Link: https://github.com/Thomas-Dhanabal-I/my_projects/tree/master/Sales_Insights_Dashboard

HR Data analytics Dashboard

- Designed a Power BI dashboard to track employee data for the HR team, including working hours, attendance, performance, and leaves. The dashboard streamlined HR processes and increased efficiency.
- This Dashboard can save 3-4hrs of work for the HR daily.

Technology Used: [Power BI | Excel]

Link: https://github.com/Thomas-Dhanabal-I/my_projects/tree/master/HR_Analytics_Dashboard

Revenue insights Dashboard

- Atliq Grands noticed a loss in their market share and revenue over a few months. To understand the cause of this loss, they needed a way to analyze this. I created a dashboard in Power BI using three months of data.
- With the created dashboard, Revenue team of Atliq Grands were able to gain insights about their revenue trend. This could help in regaining their revenue and market share by 20% in the next month.

Technology Used: [Power BI | Excel]

Link: https://github.com/Thomas-Dhanabal-I/my_projects/tree/master/Revenue_Insights_Dashboard

Covid Analysis and Data Exploration

- In this project, I did comprehensive analysis of COVID-19 data using SQL to gain insights into the impact of the pandemic on global and regional levels.
- The dataset included information on infections, deaths, and vaccinations across various countries and continents. The goal was to provide a clear understanding of the pandemic's effects on different geographic scales.

Technology Used: [SQL | Excel]

Link: https://github.com/Thomas-Dhanabal-I/my_projects/tree/master/Covid_Analysis_SQL

Zomato Product and sales Analysis

- Executed a high-impact project centered around Zomato's micro-level dataset, showcasing an advanced command of SQL. Employing sophisticated queries and formulaic expressions.
- I conducted in-depth analysis of restaurant data, unearthing trends and insights that fueled informed decision-making for the foodservice industry

Technology Used: [SQL | Excel]

Link: https://github.com/Thomas-Dhanabal-I/my_projects/tree/master/Zomato_Data_exploration_SQL

Black Friday Sales Analysis

- Executed a dynamic data analysis project leveraging Python's data manipulation and visualization libraries to dissect Black Friday sales data.
- Through exploratory analysis and statistical techniques, I unearthed valuable insights into consumer behavior, purchasing trends.

Technology Used: [Python | Excel]

Link: https://github.com/Thomas-Dhanabal-I/my_projects/tree/master/Black%20Friday_Analysis_Python

FIFA 2019 Player Analysis

- Executed a comprehensive data analysis project utilizing Python to dissect FIFA 2019 player data. Through exploratory analysis, statistical insights, and data visualization.
- I unveiled intricate patterns within player attributes, performance metrics, and team dynamics, contributing to a holistic understanding of the soccer landscape.

Technology Used: [Python | Excel]

Link: https://github.com/Thomas-Dhanabal-I/my_projects/tree/master/Fifa_2019_Player_Analysis_Python
