

Karthik Praseedkumar Sindhu

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[Portfolio](#)

Summary

Analytically adept engineer with expertise in data analytics, CRM, and business development. Proficient in problem-solving and root cause analysis. Aspiring to secure a role as a Business Analyst/Data Analyst to apply business management acumen and data analysis proficiency in facilitating growth and operational efficiency. Eager to expand knowledge and enhance skills in data science and machine learning to deliver insightful contributions.

Core Competencies

- Market Analysis
- Business Development
- Sales and Marketing Activities
- Data Analysis
- Data Modelling
- Data Visualization
- CRM
- Project Planning
- Reporting

Professional Experience

Composite Engineer/BDM, Creedx Composites Pvt Ltd

Nov 2021 – Jul 2023

Surat, Gujrat, IN

- Managed product development and post-production processes for efficiency and quality.
- Strategically planned and executed business development and marketing initiatives resulting in increased sales opportunities.
- Utilized Google Analytics to conduct data-driven analysis of lead generation and marketing activities, enabling informed decision-making and optimization of campaigns.
- Developed expertise in production planning, lead generation and data analysis.

Customer Relationship officer, JSW Paints Pvt Ltd

May 2021 - Nov 2021

Trivandrum, Kerala, IN

- Analysed customer engagement and behaviour to personalize products and services from sales and KYC data.
- Conducted market research and analysis, forecasting, and strategizing to achieve sales objective by using data analysis with advanced excel.
- Gained basic understanding of SAP MM module.
- Organized dealer management and training programs to enhance sales capabilities.
- Assisted in dealer on boarding, improving performance and resolving customer concerns.

Project Coordinator, Zilicon technologies Pvt Ltd

Feb 2020 -Apr 2021

Trivandrum, Kerala, IN

- Successfully led non-technical projects, ensuring customer satisfaction within timelines.
- Exhibited exceptional team management skills in delivering high-quality projects.
- Gained knowledge and experience in project and team management through hands-on practice.

Education

Post Graduate Diploma in Business Analytics

2024 – 2025

Durham College, Oshawa, ON

B-Tech in Mechanical Engineering

2015 – 2019

APJ Abdul Kalam Technological University

- Assisted in developing “Green & Healthy Innovation of Engineering projects” with The Institution of Engineers (India).
- Studied and Developed Projects
 - Extraction of biodiesel from waste vegetable oil by the process of transesterification.
 - Combustion chamber design for turbocharger acting as a gas turbine for power plant.
- **Volunteer Experience:**
 - Volunteer Secretary of National Service Scheme technical cell for four years, leading a team of 50 volunteers.
 - Served as Campus Ambassador for the Election Commission of India.

Technical Expertise

- MS Excel
- MS PowerPoint
- EDA
- Python
- Power BI
- Tableau
- Python-Scikit-learn
- SQL
- NLP
- Machine Learning

Projects

- **Sentiment analysis**
Sentiment analysis of a tweets on the 2020 US election demonstrated the effectiveness of machine learning models in predicting public opinion and developed a web application.
- **Demand forecasting**
Project focuses on developing a forecasting system using time series analysis and historical sales data to optimize inventory and meet customer expectations.
- **Enhancing customer retention: Predictive analysis of churn in E-commerce**
Project aims to predict churn in e-commerce by identifying factors contributing to customer churn.
- **Data Visualization projects**
Data analysis of various datasets with tools like Power BI, Tableau and Python Libraries.

Certifications

- **Certified Specialist in Data Science and Analytics** - **IELTS**
From ICT Academy of Kerala. Overall Band Score – 7.5
- **Six Sigma White Belt Certification** - **Google Analytics Individual Qualification**
From Aveta Business Institute. Google Digital Academy
- **Virtual Internship on Demand Forecasting** - **Power BI Virtual Case Experience**
From TCSion. PwC Switzerland

* Refer my [portfolio](#) to view projects and interactive dashboards.