



Viknesh Kumar T

PGDM in Analytics with Finance Minor - Equipping for Business Analytics

CAREER OBJECTIVE

A result-driven professional seeking a dynamic role that allows me to utilize my analytical knowledge, technical background, and collaboration abilities to create value for my organization.

ACADEMIC PROJECT(S)

Organization: Analytics Edge

Topic: Request for Problem (RFP) on Analysing Marketing effectiveness.

Objective: To Analyse advertising strategies, measure ROI and engagement of marketing campaigns, and derive actionable insights for optimizing future campaigns. (*Project in progress*)

Topic: Research Incubation Project on E-Commerce Industry

Objective: To identify the most preferred platforms for various categories of products, challenges faced in the apparel e-commerce companies considering multiple factors. (*Project in progress*)

Topic: Inventory Management of a Superstore

Outcome: Developed an inventory database for a superstore and with the help of SQL queries obtained useful insights.

Topic: Converting semi-structured data into structured data using PySpark

Outcome: Successfully imported JSON semi-structured data into Azure Databricks and converted it into a structured table as a structured PySpark DataFrame to facilitate more efficient data analysis and processing.

PROFESSIONAL QUALIFICATION

Post Graduate Diploma in Management in Digital Business & Analytics | Finance Minor | Jagdish Sheth School of Management, Bengaluru | Class of 2024 | CGPA of 8.1

Bachelor of Engineering in Electrical & Electronics Engineering | Sri Ramakrishna Engineering College, Coimbatore | 2022 | CGPA of 8.38

PAST EDUCATION

Diploma in Electrical & Electronics Engineering | PSG Polytechnic College, Coimbatore | 2019 | 84.74%

Secondary School | Mary Matha Matriculation, Theni | 2016 | 96%

ACCOMPLISHMENTS & ACTIVITIES

- Member of **Academics and Competitions Committee** (2022-24).
- Participated and **secured first place** in User Generated Content Analytics Competition conducted by University of Texas in collaboration with JAGSoM conducted at JAGSoM campus Bengaluru (2023).

THOMAS PROFILE COMPETENCIES

Communication Style
Interpersonal Skills
Building & Maintaining Relationships
Drive for Results

TECHNICAL SKILLS & CERTIFICATIONS

SQL - Intermediate
Python - Intermediate
Tableau - Intermediate
PySpark - Beginner
Business Analytics with Excel from *Simplilearn*

INTERESTS & HOBBIES

Cricket
Cooking
Vacation Planning

REACH ME AT

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Domicile
Coimbatore, Tamil Nadu

LANGUAGE(S)

Tamil & English
(Reading, Writing, Speaking, Listening)
Hindi
(Reading, Writing, Listening)