

KARTHIK SIVA

ACADEMIC PROFILE			
PGDM – Business Analytics	7.8 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
B.E-Mechanical Engineering	78%	Sona College of Technology, Salem	2020
Class XII (State Board)	89%	Sri Vidya Mandir Matriculation Higher Secondary School, Salem	2016
Class X (State Board)	97.5%	Sri Vidya Mandir Matriculation Higher Secondary School, Salem	2014
AREAS OF STUDY			
Database Management System, Managerial Decision Making, Business Requirements Analysis, Data Visualization, Business Forecasting, Data Pre-processing, Project Management, Big Data & Cloud Computing, Unstructured Data Analytics.			
WORK EXPERIENCE			16 Months
Cognizant Technology Solutions, Chennai	Programmer Analyst		Dec 2020 – Apr 2022
<ul style="list-style-type: none">Conducted data analysis and visualization for healthcare software applications, ensuring accuracy and reliability.Proficient in SQL Server database management, writing and optimizing SQL queries, and performing data validation.Automated data reporting and analysis processes using Python and Excel, improving efficiency by 20%.Executed functional, regression, and performance testing to ensure robust and error-free software solutions.Collaborated with cross-functional teams to gather technical requirements, troubleshoot issues, and deliver actionable insights for system improvements.			
ACADEMIC PROJECT(S)			
Understanding Factors Influencing User Churn in Music Streaming Platforms			
<ul style="list-style-type: none">Conducted regression analysis to identify key factors driving user churn on Spotify.Evaluated the effects of subscription pricing, UI complexity, and ad frequency on user retention.Provided insights that supported strategies to improve user retention by optimizing subscriptions, UI, and ad frequency.			
Comparative Sentiment Analysis of Watch Reviews			
<ul style="list-style-type: none">Analyzed reviews of Fire-Bolt, Noise, and Boat smartwatches.Identified positive sentiment towards Fire-Bolt and areas for improvement in Noise and Boat.Offered insights into customer satisfaction and potential product enhancements.			
Comprehensive Database System for Westside Retail Brand			
<ul style="list-style-type: none">Developed a detailed product catalog to optimize inventory management and product tracking.Designed a system for analyzing sales transactions to identify trends and support sales strategies.Created and managed customer profiles for improved relationship management and personalized marketing.Administered employee information to enhance operational efficiency and support HR functions, using data-driven insights for strategic planning.			
Development of an Automatic Scheduling App			
<ul style="list-style-type: none">Business Requirement Identification: Conducted stakeholder interviews to identify and document key requirements.Business Case: Developed a detailed Business Case to evaluate the feasibility and impact of the proposed solutions.BRD Creation: Created a comprehensive Business Requirements Document (BRD) to define requirements and implementation strategies.			
CERTIFICATIONS			
Excel: Beginner to Advance		Udemy	2021
SQL: Beginner to Advance		Udemy	2021
Data visualization with Tableau.		Coursera	2023
Data Analytics and Visualization Job Simulation		Forage	2024
Fundamentals of Business analysis		Coursera	2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Committee Member – Intellectual Contribution and Knowledge Creation		2023-2025
	<ul style="list-style-type: none">Event Planning: Organized a photography competition and paper presentation event to encourage creativity and academic discussion.Batch Engagement: Coordinated a movie night to boost batch camaraderie and engagement.Social media: Managed social media efforts to promote committee activities and increase participation.		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none">Inter-college Football Tournament Winners (2016-2019)Tamil Nadu District Football Tournament Winners (2019)Tamil Nadu District Football Tournament 2nd Place (2020)Intercollege Cricket Competition Runners-Up (2023) and awarded Best Batsman (2023)		
SKILLS	SQL, Excel, Python, Tableau, Power BI, Business Process Analysis, Data Interpretation, Report Writing.		