NITHYASRI SRINIVASAN

MSc Business Analytics | Business Analyst | Data Analyst | BI Analyst
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CURRENTLY EMPLOYED | OPEN TO FULL-TIME BUSINESS & DATA ANALYTICS OPPORTUNITIES

PROFESSIONAL PROFILE

MSc Business Analytics graduate from Queen's University Belfast with a B.Tech in Computer Science & Engineering from VIT Chennai, currently working with Mars Sigma Solutions Pvt Ltd in Business Development & Analytics. Combines business-facing experience with strong technical analytics capability developed through internships at Larsen & Toubro and Saksoft. Proficient in SQL, Python, Power BI, Tableau, R, PySpark, SSIS and ETL, with experience in predictive modelling, machine learning, dashboarding and decision-ready business insights. Now pursuing a full-time career in Business Analytics / Data Analytics.

CORE CAPABILITIES

Business Analytics: Market Research, Business Insights, Proposal Support, Customer Requirements, Reporting & Decision Support
Analytics & Programming: Python, SQL, R, Machine Learning, Predictive Analytics, Feature Engineering
Business Intelligence: Power BI, DAX, Tableau, Excel, Dashboard Development, KPI Reporting
Data Engineering: ETL, ETL Testing, SSIS, PySpark, Hadoop, MSSQL, Data Extraction & Transformation

PROFESSIONAL EXPERIENCE

Mars Sigma Solutions Pvt Ltd, Chennai — Business Development & Analytics Associate | *Sep 2025-Present*
Part-time / remote while pursuing MSc in the UK; full-time in Chennai from Sep 2026

- Supports business development through market research, prospect identification, opportunity assessment and preparation of customer-focused proposals and presentations.
- Coordinates customer requirements, follow-ups and internal inputs for consulting, training and third-party inspection opportunities.
- Assists management with business information, reporting and analysis to support commercial decisions and opportunity prioritisation.
- Combines analytical thinking with customer-facing business exposure, strengthening the link between data, business requirements and decision-making.

Larsen & Toubro (L&T), Chennai — Data Analytics Intern | *Feb 2025-Apr 2025*
OS Ageing & Due-Payment Analytics

- Converted complex SQL-based financial reporting logic into scalable PySpark workflows for outstanding-ageing and due-payment analytics.
- Replicated stored-procedure logic using Spark DataFrames, joins, filters, aggregations and window functions; validated outputs against SQL results.
- Processed large datasets to identify overdue and unbooked payment records; applied partitioning, caching and broadcast joins to improve efficiency.

Saksoft, Chennai — Data Analytics & ETL Intern | Aug 2023-Nov 2023
End-to-End Data Analytics & ETL Pipeline

- Built and queried relational databases using SQL and connected MSSQL with Python for automated extraction and preprocessing.
- Created interactive Power BI dashboards using DAX, Top-N analysis, slicers, drill-through and geospatial visualisations.
- Developed SSIS ETL workflows using conditional split, merge join and lookup, with exposure to delta-load and data-warehouse concepts.

FLAGSHIP MSC DISSERTATION

Integrated Multilayer Analysis of Medical-Device Companies: Commercial Networks, Manufacturing Footprint & Explainable ML

- Integrated commercial-network, manufacturing-footprint, regulatory-inspection and patent data for 245 medical-device companies from Bloomberg, FDA and DISCERN sources.
- Applied network analysis, PCA, clustering and anomaly detection to identify four company archetypes describing supply-network and regulatory structure.
- Built and compared Logistic Regression, Random Forest, Gradient Boosting and XGBoost models, reaching ROC-AUC 0.80 for supplier-connectivity prediction.
- Implemented SHAP and counterfactual analysis to explain predictions and surface interpretable, decision-relevant insights.

SELECTED ANALYTICS PROJECTS

UK Ambulance Request Prioritisation Under Limited Capacity
- Developed a Python-based predictive analytics framework using severity, distance, patient vulnerability, time and capacity variables to support resource-allocation decisions.

Predicting High Performer Success in Collaboration Networks

- Analysed 501,484 observations in R, performed feature engineering and addressed severe class imbalance (~2.4% high performers) to identify success factors.

Enhanced Framework for Predictive Analytics of Infants Integrating AI & IoT
- Developed a CNN-XGBoost neonatal health prediction system; performed preprocessing, augmentation and hyperparameter tuning, achieving 95.89% accuracy.

Non-invasive Blood Glucose Detection Using PPG Signals
- Developed a deep-learning framework using PPG signals and bioelectrical impedance; applied preprocessing, PCA/SVD and Siamese/hybrid CNN models.

EDUCATION

Queen's University Belfast, Belfast, UK
MSc Business Analytics | Sep 2025-Sep 2026

Vellore Institute of Technology (VIT), Chennai
B.Tech Computer Science & Engineering | Sep 2021-Apr 2025 | CGPA: 7.7/10

PUBLICATION & CERTIFICATIONS

- Publication — "Enhanced Framework for Predictive Analytics of Infants Integrating AI & IoT"
- JPMorgan Chase & Co. — Agile Job Simulation, Forage (Oct 2023)
- Getting Started with Power BI Desktop — Coursera Project Network (Sep 2023)
- Advanced Certification in Data Science and AI (Feb 2022-Sep 2022)
- SQL (Basic) — HackerRank (Apr 2023)

ADDITIONAL INFORMATION

Languages: English | Tamil | German | Hindi