

GOKUL RAJ

Data Analyst & AI Developer

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PROFILE

Results-oriented Data Analyst and AI Developer with hands-on experience in market analysis, KPI reporting, and data-driven decision-making. Skilled in processing large datasets, generating business insights, and supporting strategic planning. Strong interest in CRM data analysis, sales performance tracking, and market intelligence within business environments.

TECHNICAL SKILLS

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|------------------------|--|
| Data Analysis | Python (Pandas, NumPy), SQL, Statistical Analysis, Data Processing |
| Visualization | Power BI, Tableau, Excel (Advanced), DAX, KPI Dashboards |
| Business Intel. | Market Research, Sales Analysis, KPI Tracking, CRM Data Analysis |
| AI & ML | Machine Learning, Predictive Modeling, Data Storytelling |
| Languages | German (Basic – Learning), English (Fluent) |
| Tools | ChatGPT, Perplexity, Excel AI, GitHub |

EXPERIENCE

Data Analytics Intern | NoviTech R&D Pvt Ltd

Internship · Pondicherry, India

- Processed large datasets and generated analytical reports for business stakeholders
- Created interactive dashboards to support data-driven business insights
- Applied statistical analysis and visualization techniques to inform strategic decisions

Machine Learning Intern | NoviTech R&D Pvt Ltd

1-Month Internship & Masterclass · Pondicherry, India

- Completed intensive Machine Learning internship with hands-on masterclass training
- Built and evaluated ML models covering supervised and unsupervised learning techniques

Artificial Intelligence Intern | NoviTech R&D Pvt Ltd

1-Month Internship & Masterclass · Pondicherry, India

- Completed AI-focused internship and masterclass covering core AI concepts and applications
- Applied AI techniques to real-world problem-solving and data processing workflows

Data Analytics Master Program | Ocean Academy

6-Month Career Program · Professional Certification

- Completed a comprehensive 6-month career-oriented program to build professional data analytics skills from scratch
- Covered Python, Pandas, NumPy, Tableau, Excel, Matplotlib, Seaborn, and AI-powered analytics tools
- Gained proficiency with ChatGPT, Perplexity, and Bolt AI for modern data workflows and business decision-making
- Mastered end-to-end data analysis pipeline: data cleaning, visualization, insight generation, and reporting

AI & DATA PROJECTS

◆ KrishiVivasayi – AI Farm Intelligence Platform

- Developed AI-powered platform for data-driven agricultural decision-making
- Integrated weather, soil, and crop data for real-time intelligent recommendations
- Demonstrated real-time data processing and analytics at scale

◆ AgroVersion – Market & Data Intelligence for Agriculture

- Built data-driven solution for regional agricultural market analysis
- Delivered actionable insights to improve productivity and strategic planning

◆ SUBRAMANYA – AI System & Data Processing Workflow

- Designed structured data processing pipeline transforming raw data into meaningful outputs
- Focused on workflow automation and system architecture for AI data flows

◆ Data Analytics Agent (AI Project)

- Automated data cleaning, exploratory data analysis (EDA), and business reporting
- Generated predictive analytics and built dashboards for executive decision-making

◆ MediBot – AI Health Assistant

- Developed intelligent health data analysis system with personalized recommendations
- Leveraged NLP and ML models to deliver user-focused health insights

DATA ANALYTICS PROJECTS

◆ Bank Risk & Loan Intelligence Dashboard

- Analyzed 1,000+ German credit records for customer risk assessment
- Built KPI dashboards to support loan approval decisions and customer segmentation
- Tools: Python, SQL, Power BI

◆ Book Sales Data Analysis Dashboard

- Performed sales and market trend analysis to identify growth opportunities
- Built interactive KPI dashboards with Power BI for business performance tracking

◆ Spotify Artist Analytics Dashboard

- Analyzed audience reach, stream counts, and engagement metrics for performance tracking

Additional Projects:

- COVID-19 Data Analysis – trend and impact analysis across global datasets
- Amazon Prime Data Analysis – user behavior and content performance insights
- Top 10 Bikes Analysis – market comparison and competitive landscape study

EDUCATION

B.Tech – Computer Science / Engineering

Perunthalaivar Kamarajar Institute of Engineering and Technology
CGPA: 7.0+ · Expected Graduation: 2026

CERTIFICATIONS

- IBM SkillsBuild – Data Fundamentals (Credly Verified)
- Power BI – Skill Nation & Anexas Europe
- Excel Using AI – OfficeMaster
- Data Visualization – UniAthena
- Savishkar National Workshop – RV College of Engineering

10+ real-world AI & data analytics projects · Strong analytical thinking · Passionate about market analysis & business strategy