LUKESH M

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SUMMARY

B.Tech student in AI and Data Science targeting Business Intelligence Analyst roles. Builds SQL and Python data pipelines into Power BI dashboards with DAX and KPI reporting. Completed five analytics projects across retail, inventory, HR and telecom.

EDUCATION

B.Tech, Artificial Intelligence and Data Science | Dec 2023 - Dec 2027
Anna University (PGP College of Engineering and Technology)

TECHNICAL SKILLS

BI and Visualization: Power BI (DAX, dashboards), Tableau
Databases and SQL: MySQL, PostgreSQL (joins, CTEs, window functions)
Analysis: Python (Pandas, NumPy, Matplotlib), Advanced Excel (Pivot Tables, VLOOKUP)
Concepts: KPI Analysis, Data Cleaning, EDA, Machine Learning basics, AI Prompt Engineering
Languages: English, Tamil

PROJECTS

Retail Sales Analysis
Excel, SQL, Power BI, Python | Jul 2026 - Aug 2026
- Analyzed 1,000 retail transactions to find loss-making regions, weak product categories and the impact of discounts.
- Built a Power BI dashboard with DAX measures. **Results: $262.8K revenue, $29.6K profit, 11.2% margin, 987 orders.**

Telecom Customer Churn Analysis and Prediction
SQL, Power BI, Python, Machine Learning | Jul 2026 - Aug 2026
- Analyzed churn by contract, tenure and services; built a Power BI dashboard for churn KPIs.
- Built machine learning models to predict churn and suggested retention actions.

Inventory and Stock Performance Analysis
Power BI, DAX | Sep 2026 - Present
- Built a Power BI dashboard to monitor stock levels, working capital and stockout risk.

HR Employee Attrition Analysis
Excel, SQL, Power BI | Jul 2026 - Aug 2026
- Analyzed attrition by department, salary, overtime and job role; built a Power BI dashboard.
- Identified high-risk employee groups and suggested retention strategies.

Low Stock Alert Automation
Python, Pandas, OpenPyXL, SMTP | Oct 2026 - Present | GitHub
- Python tool that reads Excel inventory, flags low-stock products and calculates reorder cost.
- Generates an Excel report and sends automatic email alerts.

WORK EXPERIENCE

Business Data and Digital Marketing Specialist | Comfort Optics, Karur
Sep 2025 - Present
- Analyze sales data in Excel to support profit decisions.
- Build data-backed Instagram and Facebook marketing plans.

Digital Marketing and AI Content Creator | Zen Entertainment, Karur
Present
- Use generative AI prompt engineering to create ad campaigns for clients.

INTERNSHIP AND WORKSHOP

AI Intern, Covai Tech Solutions, Coimbatore | July 2025
Prompt Engineering Workshop, KSR College of Technology | March 2025

CERTIFICATIONS

- **GenAI Powered Data Analytics Job Simulation**, Forage
- **Deloitte Australia - Data Analytics Job Simulation**, Forage
- **Oracle Cloud Infrastructure 2025 Certified Foundations Associate**, Oracle
- **Introduction to Business Analysis**, IIBA
- **Data Science and Analytics**, HP LIFE
- **Industrial Internship in Artificial Intelligence**, Covai Tech Solutions