

Sri Ram Prabu Elenchezhian

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PROFESSIONAL SUMMARY

Data Analyst with 3+ years of experience across real estate, IT services, and analytics consulting, turning operational, user, and financial data into business decisions. Strong in SQL, Python, and Power BI, with hands-on experience in Databricks, Snowflake, dbt, and Microsoft Fabric. Pairs analysis with business analysis skills, from gathering requirements and defining KPIs to getting stakeholder sign-off, so findings lead to action.

SKILLS

- **Data Analysis & Querying:** SQL (joins, CTEs, window functions, query optimization), Python (pandas, NumPy, scikit-learn), R (ggplot2), PySpark / Spark SQL
- **Statistics & Modeling:** Regression analysis (linear, logistic, multinomial), hypothesis testing (t-tests, chi-square, ANOVA), regularization (ridge, LASSO), nonparametric tests, k-means clustering, model diagnostics (VIF, ROC/AUC)
- **BI & Visualization:** Power BI (DAX, Power Query, semantic models), Tableau, Excel (Pivot Tables, Power Pivot), Alteryx
- **Modern Data Stack:** Snowflake, Databricks, dbt, Azure Data Factory, Microsoft Fabric, AWS (S3, EC2)
- **Analytics Methods:** A/B testing, forecasting, cohort analysis and segmentation, churn and root cause analysis, KPI design
- **Data Governance & Quality:** Data governance compliance, data quality validation and testing, source-to-target documentation
- **AI & GenAI:** Claude and Claude Code, Google Gemini API, LLM-assisted analysis and code generation, Generative AI (Databricks), machine learning with TensorFlow/Keras
- **Business Analysis:** Requirements gathering, BRDs/PRDs, user stories, gap and impact analysis, UAT, stakeholder management, Agile/Scrum, Kanban, risk and change management
- **Tools:** Git, Jira, ServiceNow, Power Platform, MS Project, FastAPI, Docker

PROFESSIONAL EXPERIENCE

Rehouzd — Business Analyst Intern

Jan 2026 – Mar 2026

Texas-based real estate firm

- Designed Power BI dashboards on the company's data warehouse that gave leadership a single view of property, deal, and operations performance, cutting decision-making time by 70%.
- Built star-schema data models and optimized SQL and DAX to keep metrics consistent across reports and dashboards fast as data grew.
- Standardized ETL documentation (source-to-target mappings, field definitions, refresh logic), cutting data discovery time by 45% so analysts no longer had to trace raw tables to answer questions.
- Analyzed user behavior with GA4, Amplitude, and Mixpanel, tracking page views, clicks, sign-ups, and drop-off points to build conversion funnels, measure retention, and run A/B tests on product features.
- Used Claude to speed up SQL drafting, requirements write-ups, and BRD/PRD documentation, checking every AI-generated query and summary against source data before use.
- Interviewed operations, product, and leadership stakeholders to understand the business questions behind report requests, then defined the KPIs and data sources to answer them.
- Wrote BRDs and PRDs defining report scope, metrics, and success criteria, so business and technical teams agreed on requirements before development started.
- Translated requirements into user stories with clear acceptance criteria for the development team.
- Ran UAT cycles, reconciling dashboard numbers against source tables until they matched business expectations and stakeholders signed off.
- Converted recurring ad-hoc data requests into self-serve reports, reducing manual data pulls.

Sify Technologies — Data Engineer

Feb 2023 – Dec 2024

Indian ICT company offering telecom, data center, cloud & integrated IT services

- Analyzed 100K+ user interactions with SQL (window functions, partitioning), pandas, and NumPy to investigate customer churn, first cleaning missing values, duplicates, and inconsistent formats.
- Used cohort segmentation to track retention over time and pinpoint which user groups were leaving and when.
- Ranked churn drivers with scikit-learn feature analysis and root cause analysis, then presented each driver to stakeholders with a recommended retention action, helping reduce churn.
- Translated product goals into measurable KPIs with business, IT, and infrastructure teams through process mapping and gap analysis, giving every metric one agreed definition and owner and cutting analysis turnaround by 26%.
- Built PySpark transformations in Databricks to combine ERP, API, and file-based sources into one analysis-ready layer, removing manual data stitching.

- Orchestrated ETL pipelines into Snowflake with Azure Data Factory using incremental loads, so each run processed only new or changed records instead of full reloads.
- Modeled data in dbt with tested, documented transformations, and managed pipeline code in Git with impact analysis before each release to protect downstream reports.
- Added data quality checks (row counts, null and uniqueness tests) to catch broken loads before they reached business reports.
- Supported a legacy infrastructure migration for global clients, covering server provisioning, capacity planning, and cutover risk reviews, cutting system costs by 34% while maintaining 100% data governance compliance.

Trio Infalytics — Data Analyst

May 2022 – Feb 2023

Chennai-based software company specializing in tech & data solution services

- Analyzed trends across 50K+ integrated records to uncover customer behavior patterns, building the business case for a new system that generated \$30K/month in recurring revenue.
- Integrated and validated data from multiple sources into a single dataset, resolving mismatched keys and formats before analysis.
- Wrote SQL queries to pull, join, and aggregate source data for trend analysis and recurring KPI reports.
- Built KPI tracking and forecasting for leadership, giving product owners visibility into performance trends and early warning of declines.
- Presented trends and forecasts to product owners and leadership through Excel reports with pivot tables and charts.
- Automated recurring Python data workflows that replaced manual spreadsheet steps and reduced reporting effort.
- Documented analysis logic and assumptions so other analysts could reproduce, audit, and extend the work.

Trio Infalytics — Business Consultant

Nov 2021 – Jan 2022

- Met with management and client-facing stakeholders to understand their business goals and define the KPIs to track them.
- Turned stakeholder questions into data requirements, then delivered KPI insights with recommended next steps.
- Coordinated with internal teams to process and organize client data, keeping KPI definitions consistent across reports.

Trio Infalytics — Summer Intern

May 2021 – Jul 2021

- Processed and organized raw business data in Excel, standardizing formats so it was ready for KPI analysis.
- Built KPI summaries and charts that gave management a quick view of performance trends.
- Assisted teams and stakeholders with ad-hoc data requests, pulling and organizing the data they needed.

EDUCATION

M.S., Project Management (Analytics Specialization) — Northeastern University

Jul 2026

Seattle, WA

- STEM-designated program accredited by PMI's Global Accreditation Center for Project Management Education Programs.
- Analytics coursework: Introduction to Analytics (ALY6000), Probability Theory and Introductory Statistics (ALY6010), and Intermediate Analytics (ALY6015), using R for exploratory analysis, hypothesis testing, regression, and predictive modeling.
- Project management core in scope, risk, and quality management, plus a capstone (PJM 6910) connecting analytics with project practice through real work at Rehouzd and Sify.

Advanced General Management Program — IMT Ghaziabad

2025

Ghaziabad, India

- Covered finance and working capital management, operations and supply chain, sales and distribution, HR and organizational behavior, and enterprise risk management.

B.E., Computer Science & Engineering — Anna University

2023

India

- Relevant coursework: Database Management Systems, Data Structures, Design and Analysis of Algorithms, Probability and Queueing Theory, Discrete Mathematics, Problem Solving and Python Programming, Artificial Intelligence, Cloud Computing, and Software Engineering.
- Hands-on labs in SQL and PL/SQL database design and querying, data structures, and cloud computing, including running Hadoop on a single-node cluster.
- Published final-year research on detecting smart Ponzi schemes on blockchain, presented at IEEE YESIST12 and ICIEICE23.

PROJECTS

Music DNA Analyzer (1DNA) — Audio Analytics & Machine Learning

2026

[GitHub repo](#)

- Built a local-first analytics app that takes listening history from Spotify, YouTube Music, and Apple Music and runs signal processing on every track played.
- Extracted audio features for each track (BPM, key and Camelot code, LUFS loudness, MFCC timbre fingerprints) and stored them in SQLite.

- Grouped tracks into mood clusters with k-means and analyzed harmonic flow across playlists to model listening taste.
- Presented results in a FastAPI and Chart.js dashboard, packaged with Docker.
- Made the analysis pipeline about 5.6x faster with crash-isolated parallel processing.
- Built deepcut, a companion search engine that finds tracks from a plain-language description using frozen MERT and CLAP embeddings, with all data kept on the user's machine.
- Developed with Claude Code as an AI pair-programmer to speed up building and iterating on the pipeline and dashboard.

Online Gaming Behavior — Statistical Analytics Study

Northeastern University, ALY6010 Final Project | R, ggplot2 | [GitHub](#)

- Ran an end-to-end statistical study of 40,034 online gamers in R, from exploratory analysis through hypothesis testing, predictive modeling, and segmentation.
- Tested behavioral hypotheses with one- and two-sample t-tests and chi-square tests, finding RPG players significantly more likely than Strategy players to make in-game purchases (25.3% vs. 18.1%).
- Built logistic regression to predict in-game purchases and multinomial regression to predict engagement level, showing that how often players log in matters more than how long they play.
- Tested genre and difficulty effects on playtime with two-way ANOVA, and used k-means clustering to segment players into three archetypes (Casuals, Grinders, Socializers).
- Turned findings into monetization, retention, and churn-prevention recommendations, such as flagging players whose session frequency drops as at-risk.

Pitcher Workload & Injury Risk — Predictive Modeling

Northeastern University, ALY6015 Final Project (team of 3) | R | [GitHub](#)

- Merged three data sources (Lahman career stats, Statcast pitch metrics, MLB injured-list records) into one dataset of 826 pitchers and 48 variables, resolving duplicate names with player IDs.
- Built linear and logistic regression models, using VIF diagnostics to remove multicollinearity (dropping a variable with a VIF of 43.8) and identify cumulative workload as the strongest injury predictor.
- Achieved 70% test accuracy, 88% specificity, and an AUC of 0.682, with consistent results on train and test sets.
- Showed injury probability rising from 29% to 88% across the workload range, and recommended tracking cumulative pitch count as a key injury-risk signal.

Inventory Management System — IBM Developer Skills Network

[Certificate](#)

- Designed SQL dimensional models (fact and dimension tables) that combined inventory, order, and supply chain data into one reporting layer.
- Built Power BI demand-forecast dashboards on these models showing stock levels, reorder points, and projected demand by product.
- Improved forecast accuracy by 45% and cut manual reporting effort by 35%.

Uber Review Insights — Power BI Sentiment Dashboard

Power BI, Excel | [GitHub](#)

- Built an interactive Power BI dashboard analyzing Uber app reviews from November–December 2024 by sentiment, rating trend, review length, and app version.
- Found that 67.78% of reviews were positive and that negative reviews tended to be longer, pointing product teams to detailed complaints worth digging into.
- Added date and app-version filters so teams could isolate feedback by release and spot rating spikes around promotions or updates.

Blockchain Smart Contract Fraud Detection — IEEE Publication

Published as "Detection of Smart Ponzi Schemes on Blockchain"; presented at IEEE YESIST12 and ICIEICE23 | [Paper](#)

- Co-authored research that built a CNN classification model in Python (TensorFlow/Keras) on 3,774 blockchain smart contracts.
- Analyzed transactions across hourly, daily, and monthly windows, each showing a different anomaly pattern, and classified addresses as normal, suspicious, pyramid, or Ponzi.
- Used feature engineering and causal inference to isolate the patterns that signal fraud.
- Benchmarked precision, recall, and F1 against a Random Forest baseline, reaching 98.2% precision and 95.9% F1.

Algorithmic Trading Platform

- Built a backtesting framework that automatically pulls market data from yfinance and Binance into AWS S3 and runs on-demand backtests on Spot EC2 for low-cost compute.
- Supported candlestick and custom strategies for paper trading, using VectorBT and FastAPI.
- Created a one-shot AI pipeline that converts TradingView PineScript strategies into VectorBT-compatible Python, with a sandbox validation step, making backtests about 10x faster.
- Validated backtest results against TradingView for accuracy.

Smart Tracker (Focus Space) — Productivity Web App

Live | [Open app](#)

- Built and launched a React and TypeScript web app on Firebase for managing tasks, schedules, and project workflows.
- Integrated the Google Gemini API (Gemini 2.0 Flash) to turn plain-language input into structured tasks, and built Zora, a voice-activated assistant that adds, updates, and deletes tasks.
- Designed Kanban boards and priority-based scheduling to organize work.
- Built an analytics dashboard that tracks performance, growth trends, and progress over time.

Royal Automotors — Web Consulting

Madurai, India

- Worked with a local automotive vendor to turn a loosely defined attendance-tracking problem into clear requirements.
- Built and deployed a web-based attendance management system in HTML.

LEADERSHIP POSITIONS

NUPM (Northeastern PMI Student Chapter) — Finance Program Coordinator (Treasurer)

Jan 2025 – Jan 2026

Northeastern University Seattle

- Managed the chapter budget and financial strategy across events and initiatives, tracking spending against plan for each program.
- Used attendance and engagement data to direct funds toward the events members valued most.
- Raised member engagement by 72% while spending half of the previous cost.
- Reported financial status to the chapter board and worked with fellow officers on event planning and vendor costs.

Mahatma Schools — Band Captain

Madurai, India

- Led and organized the marching band across the Mahatma Schools group's 7 institutions on 4 campuses, coordinating members, rehearsal schedules, and performances.
- Coordinated practice routines and logistics across campuses so groups that trained separately could perform together as one band.
- Developed early leadership skills in planning, delegation, and coordinating people across locations.

VOLUNTEER EXPERIENCE

Project Management Institute (PMI), Puget Sound Chapter — General Volunteer

Seattle, WA

- Volunteered with PMI's Puget Sound Chapter, which serves 2,700+ project management professionals from 200+ companies across the greater Seattle area.
- Helped plan and run chapter events in Seattle, including networking nights, professional development sessions, and keynote speaker events.
- Handled event logistics, including scheduling, attendee registration and communication, venue setup, and day-of operations, so events started on time and ran smoothly.
- Built connections across Seattle's project management community while putting planning, coordination, and stakeholder communication into practice outside the classroom.

National Service Scheme (NSS) — Volunteer, Mahatma Schools

Madurai, India

- Volunteered with the National Service Scheme (NSS), the Government of India's student community-service program under the Ministry of Youth Affairs & Sports, guided by the motto "Not Me But You."
- Took part in community outreach around the school, including cleanliness drives, awareness campaigns, and environmental activities.
- Worked with fellow volunteers and NSS program officers to plan and run service activities, from organizing volunteers to handling logistics on the ground.
- Built teamwork, organization, and community engagement skills that carried into later roles as Band Captain and PMI volunteer.

CERTIFICATIONS

- AWS Certified Cloud Practitioner
- Generative AI Fundamentals — Databricks
- Certified Blockchain Expert