Jijo P James

Kerala, IN| jijopjames@gmail.com | +91 9846028554 | Linkedin| Github | jijopjames.com

SKILLS SETS

- ✓ Python, R, SQL, MySQL
- ✓ Power BI, Tableau
- ✓ Excel, PowerPoint, Word
- ✓ GIT

- ✓ Facebook Ad, Google Analytics.
- ✓ Leadership & Teamwork
- ✓ Attention to detail.

- ✓ Critical reasoning
- ✓ Time Management

WORK EXPERIENCE

Freelance Business Analyst | Hotel Mount View Pristine (Remote)   **Feb 2022 – Present**
- Developed interactive dashboards and visualizations using Power BI, facilitating effective communication of insights to stakeholders. Translated business requirements into actionable solutions.
- Applied statistical analysis techniques to uncover trends, patterns, and anomalies within the data, resulting in the creation of comprehensive reports and presentations. Communicated findings and recommendations to drive informed decision-making.

Manager | McDonald's   **Mar 2023 – Apr 2024**
- I was responsible for overseeing the daily operations of the restaurant during my scheduled shifts.
- Handling customer complaints and resolving any issues that arose during my shift, ensuring that customers had a positive experience at our restaurant.
- Counting cash drawers and making bank deposits at the end of each shift, ensuring that all transactions were accurately recorded.

Marketing Analyst | Avalon Labs (Bangalore, India)   **Jul 2019 to Dec 2020**
- Conducted comprehensive customer behaviour analysis, leveraging segmentation, profiling, and journey mapping techniques across diverse data sources. Identified market opportunities and challenges through market research and competitive analysis, resulting in a 10% improvement in marketing performance.
- Developed automated reporting system to deliver regular reports on market trends, competitor activity, and consumer sentiment, guiding marketing strategy and tactics.
- Collaborated with marketing and product teams to design and execute A/B tests, leading to a 20% increase in customer retention and a 30% rise in new customer acquisition.
- Created dashboards, ad hoc reports, and visualizations using Data Studio and Advanced Excel for internal and external stakeholders, while providing Excel upskilling training to Marketing Team members.

Data Analyst Intern | Techstack Innovation (Cochin, India)   **Feb 2019 – Jul 2019**
- Conducted data collection, cleaning, and organization from diverse sources.
- Assisted in data analysis using tools like Python, R, and SQL.
- Contributed to problem-solving efforts and collaborated with team members to deliver actionable insights.

EDUCATION

MSc in Data Science | Middlesex University, (London, United Kingdom) | 2.2 GPA |**Jan 2021 – Jan 2022**
Bachelor's in computer science engineering | Alliance University, (Bangalore, India) | 63.2% |**Jul 2015 – Jul 2019**

PROJECT

Market Segment Analysis
- Identified and profiled new customer segments based on unique characteristics such as age, brand loyalty, and shopping habits.
- Developed targeted marketing campaigns tailored to the preferences and behaviours of each customer segment, resulting in increased engagement and sales.

Drowsiness detection System
- Designed and developed a drowsiness detection system aimed at preventing potential accidents by alerting drivers of possible drowsiness.
- Utilised image processing techniques to extract numerical values such as Mouth Aspect Ratio, Eye Aspect Ratio, Eye Circularity, PERCLOS (Percentage of Eye Closure), and Level of Eyebrows.
- Implemented algorithms to analyse these numerical values and determine the driver's drowsiness state, triggering alerts when necessary to ensure safety on the road.