

KESHETTY CHARAN

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CAREER OBJECTIVE

Detail-oriented Computer Science undergraduate (B.Tech, 2026) with hands-on experience across the data analysis lifecycle — SQL querying, data cleaning, exploratory analysis, and dashboard reporting. Proven ability to translate raw, messy datasets into clear, actionable business insights using Python, SQL, Excel, and Power BI. Seeking a Data Analyst role to drive data-informed decision-making.

TECHNICAL SKILLS

- **Languages & Querying:** Python, SQL (MySQL, PostgreSQL) — Joins, CTEs, Window Functions, Subqueries
- **Data Visualization & BI:** Power BI, Advanced MS Excel (Pivot Tables, VLOOKUP/XLOOKUP, Power Query), Seaborn, Matplotlib
- **Data Analysis Libraries:** Pandas, NumPy, Matplotlib, Seaborn
- **Core Analytical Skills:** Exploratory Data Analysis (EDA), Data Cleaning & Preprocessing, Statistical Analysis, Trend & Root-Cause Analysis
- **Reporting & Collaboration:** Stakeholder Reporting, Requirement Gathering, Data Storytelling
- **Tools & Platforms:** Jupyter Notebook, Git/GitHub, REST APIs, Google Sheets

DATA ANALYSIS PROJECTS

E-Commerce Business Performance & Customer Retention Analysis | Python, SQL (SQLite), Pandas, Seaborn | github.com/KESHETTYCHARAN/ecommerce-sales-analytics

- Analyzed 96,000+ customers and 100,000+ orders across 9 relational tables (Olist Brazilian E-Commerce dataset) by loading data into SQLite and writing multi-table SQL joins, aggregations, and date-based calculations.
- Quantified regional delivery performance via SQL, finding remote states averaged 3x longer delivery times than São Paulo (26-29 days vs. 8.8 days).
- Tested the hypothesis that delivery speed drives customer satisfaction using correlation analysis ($r = -0.152$), finding a weak relationship and redirecting the insight toward product quality as a likely stronger driver.
- Built an RFM (Recency, Frequency, Monetary) customer segmentation model with quintile scoring, identifying 15,492 "At Risk" customers as a targeted retention opportunity.

IPL Player Performance Analytics Dashboard | Python, Pandas, Seaborn, Power BI | github.com/KESHETTYCHARAN/IPL-player-analytics

- Built an analytics dashboard on 10+ seasons of IPL (cricket) match data to compare player and team performance trends.
- Cleaned and merged ball-by-ball and match-level datasets, handling missing player IDs and inconsistent team names.
- Created visualizations (strike rate trends, economy rate by phase, top performers by season) using Seaborn and Power BI.
- Documented the full workflow and published the interactive dashboard and source code on GitHub.

EDUCATION

Bharath University, Chennai — B.Tech in Computer Science and Engineering (CSE) 2022 – 2026

- **CGPA:** 7.6

Alphores Junior College, Karimnagar — Intermediate (MPC) 2020 – 2022

- **CGPA:** 9.5

CERTIFICATIONS

- Machine Learning & Deep Learning in Python & R — Udemy
- SQL (Silver) — HackerRank