GUNAL K

Commercial & Data Analyst

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LinkedIn | GitHub | Portfolio

Analytical data professional with experience building decision-support analysis across payments, customer behaviour, and marketing performance. Analysed **3.5M+ transaction records** to identify **₹4.84M in recoverable revenue** through systematic failure analysis and operational cross-validation. Skilled in **SQL, Python, and Power BI** with focus on structured research workflows, data verification, and concise business communication. Interest in Gulf market dynamics, commercial strategy, and regional investment trends.

CORE CAPABILITIES

COMMERCIAL & ANALYTICAL

- Commercial Research & Market Intelligence
- Revenue Leakage & Risk Identification
- Decision-Support Reporting
- Trend & Sequence Analysis
- Data Verification & Cross-Referencing
- Regulatory & Market Monitoring
- Stakeholder Communication

TECHNICAL

- SQL (CTEs, Window Functions, Subqueries)
- Python (Pandas, NumPy, Scikit-learn, XGBoost)
- Power BI (DAX, Power Query, Data Modelling)
- Tableau, Excel, Streamlit
- ETL Pipelines & Data Cleaning
- Classification & Predictive Modelling
- Git & GitHub

KEY ANALYTICAL PROJECTS

Payment Intelligence & Revenue Leakage Analysis — *SQL · Python · Power BI* Case Study ↗

- Analysed **3.5M+ transaction records** across payment methods, gateways, and time windows to identify operational inefficiencies and revenue leakage patterns.
- Performed structured root-cause analysis using SQL segmentation and cross-validation to verify inconsistencies across reporting dimensions.
- Identified peak-hour payment failure spikes of **15.59% vs 6% off-peak**, indicating infrastructure bottlenecks.
- Discovered UPI transaction failure rates significantly exceeded card payments (**11.63% vs 7.79%**).
- Produced Power BI dashboard summarising operational hotspots, gateway comparisons, and commercial impact — identified approximately **₹4.84M in potentially recoverable revenue**.

Student Churn Prediction & Retention Analysis — *Python · XGBoost · Scikit-learn* Case Study ↗

- Built early-warning churn prediction system using behavioural engagement indicators from **1,701 student activity records**.
- Engineered 15+ behavioural features and evaluated multiple classification models using structured cross-validation.
- XGBoost model achieved **90.3% accuracy and AUC 0.978**, improving significantly over 68% baseline.
- Identified **Day 3 engagement decline** as critical intervention point for retention teams.
- Translated technical findings into operational recommendations understandable to non-technical stakeholders.

Marketing Attribution & Commercial Channel Analysis — *Python · SQL · Pandas* Case Study ↗

- Analysed **2,847 customer journeys** across digital channels to evaluate attribution distortion in budget allocation.
- Compared Last-Click, First-Click, Linear, and U-Shaped attribution frameworks to assess commercial interpretation differences.
- Identified Instagram as materially undervalued despite contributing to **65% of first-touch interactions**.
- Recommended structured reallocation strategy projected to improve **ROAS by 2.3×**.

PROFESSIONAL EXPERIENCE

AI-Powered Data Analysis Intern · Excelerate *Sep 2025 – Oct 2025 | Remote*

- Recognised as high-performing contributor for analytical delivery quality and structured reporting.
- Built predictive churn analysis workflows using Python and Power BI; applied feature engineering and model validation.
- Maintained organised documentation and clear written updates within remote asynchronous working environment.
- Presented analytical outputs in concise business-oriented language for non-technical stakeholders.

Data Science Intern · SmartED Innovations *Jul 2025 – Aug 2025 | Remote*

- Built ETL pipelines and performed structured exploratory data analysis using Python and SQL.
- Developed Power BI dashboards supporting operational performance visibility and reporting clarity.
- Collaborated with stakeholders to gather reporting requirements and organise analytical outputs.

AI/ML Intern · IBM SkillsBuild *Jun 2025 – Jul 2025 | Remote*

- Developed regression models achieving **87% predictive accuracy** through feature importance analysis and tuning.
- Performed data cleaning, preprocessing, validation, and structured model evaluation.
- Documented workflows clearly and communicated analytical findings to programme stakeholders.

EDUCATION

Bachelor of Engineering (Mechanical Engineering) 2022 – 2026
Sri Sairam Institute of Technology — Chennai, India CGPA: 7.5

CERTIFICATIONS

- Google — Advanced Data Analytics ↗
- Google / Coursera — Data Science ↗
- Infosys — 18+ AI Certifications ↗
- Udemy — Data Visualization in Tableau ↗
- IBM — AI Fundamentals ↗
- HP LIFE — Data Science & Analytics ↗
- Tata / Forage — GenAI Analytics ↗

ADDITIONAL INFORMATION

- Strong interest in Gulf commercial dynamics, sovereign capital movements, regional market behaviour, and long-term investment strategy.
- Comfortable working in remote international environments requiring disciplined written communication and self-managed execution.
- Detail-oriented approach to analytical verification, documentation, and structured research workflows.
- Focused on producing concise analysis that supports commercial decisions rather than expansive reporting.