

AARATHY BABU

Master of Business Analytics at Monash University

A result-oriented Master of Business Analytics student with the experience as a casual research assistant as well as 2 years of experience in managing an industrial manufacturing unit. An extremely passionate and enthusiastic data analyst who aims to help the organization to make data-driven decisions and has an affinity towards problem-solving and the ability to take challenges head-on with determination and perseverance.

PROFESSIONAL EXPERIENCE

- July 2021
|
Present

Research Assistant
Monash University  Melbourne, Australia

The Research Assistant role focusses on R package development and updation of a utility r package with consolidated tools and templates for staffs at Monash University.
- June 2021
|
July 2021

Market Research Consultant
Practera  Melbourne, Australia

Market Research Consultant to the Victorian Trade and Investment Office as a part of Study Melbourne Live Consulting Projects involved using data to understand aspects of the target market and provide marketing strategy recommendations.
- December 2020
|
March 2021

Research Assistant
Monash University  Melbourne, Australia


 - The research assistantship involved the role of an experimental survey designer. The experiment was a visual inference study on residual diagnostics of linear mixed models. The research assistantship required to build a web application for the Department of Econometrics and Business Statistics that focused on taking a survey.
- June 2018
|
February 2020

Proprietor
Carto Tech  Kerala, India

 - Managed a small scale carton product quality.
 - In charge of planning ,scheduling and staffing of the plant.
 - Developed efficient strategies for cost reduction without jeopardizing

EDUCATION

- February 2020
|
Present


Monash University
Master of Business Analytics  Melbourne, Australia

Grade Point Average : 3.33/4 GPA

Scholarship Recipient of AUD \$8000.

CONTACT INFO

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 in

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 <https://aarathybabu.netlify.app/>

For more information, please contact me via email.

SKILLS

R
R Shiny
LaTeX
Oracle SQL
Microsoft Office
Git
Tableau
D3
Statistical Thinking
Proficient in Data Analysis, Wrangling and Visualization
Proficient in communicative and collaborative work skills
Proficient in creation of reproducible reports
Machine Learning
Time Series Forecasting
Business Intelligence and Data Warehousing
Online analytical processing
Time and Crisis management
Experienced in Management

July 2014
|
June
2018

● **Amrita Vishwa Vidyapeetham**

B.tech Electrical and Electronics Engineering

📍 Kerala, India

Grade Point Average: 8.75 CGPA



ACHIEVEMENTS

March
2021

● **Seminar**

Monash University

📍 Melbourne, Australia

- Conducted a seminar on “Visual Inference Study on Linear Mixed Models” for the Monash NUMBATs (Non-Uniform Business Analytics Team).

February
2021

● **Guest Speaker in University Orientation Panel**

Monash University

📍 Melbourne, Australia

- Guest speaker in the orientation panel of the Department of Econometrics and Business Statistics.



VOLUNTEER EXPERIENCE



● **Member of Statistical Society of Australia**

Victoria Branch

📍 Victoria, Australia

- Member of the Statistical Society of Australia, Victoria Branch

Feb 2020

● **Member of Monash Student Association**

Monash University

📍 Melbourne, Australia

- Member of Monash Student Association as well as Monash Graduate Association.
- Volunteer for Monash Student Association.

September
2014
|
September
2016

● **Student Volunteer**

Amrita Vishwa Vidyapeetham

📍 Kerala, India

-
- Worked as service representative for Social Service activities conducted by Mata Amritanandhamayi Math.
-
- Conducted workshops in various schools on the topic of Science and Technology as a part of Student Social Responsibility drive.



PROJECTS

December
2020
|
March
2021

● **Visual inference for graphical diagnostics of linear mixed models**

Project on graphical diagnostics focusing on the residual analysis to test the relevant hypotheses based on various simulation approaches.

📍 Melbourne, Australia

Kaiwen Jin, Dr. Emi Tanaka , Professor Dianne Cook and **Aarathy Babu**

September
|
Present

● **Blog**

Maintaining a blog on analysis of different interesting datasets such as The Himalayan expedition archives, COVID-19 data etc.

📍 Melbourne, Australia

November
|
December
2020

● **Data Analysis on Spotify Data**

An R Shiny web application aimed to assist the Music industry investors in deciding where to bet their money on by exploring the audio features of different music and genre by analysing the audio features data on the music released over 100 years that is available on Spotify USA.

📍 Melbourne, Australia

September
|
October
2020

● **Analysis on CO_2 Emissions**

A blog post on analyzing CO_2 emissions in Australia as well as the world. The analysis also explores the correlation between carbon emissions and renewable energy sourced generation of electricity.

📍 Melbourne, Australia

August
2020

● **Exploratory Data Analysis on US Tuition Cost**

An exploratory data analysis on the US tuition cost using the dataset released as a part of a Social data project, Tidy Tuesday. The report aims to see if education in US is worth investing.

📍 Melbourne, Australia

Siddhant Tirodkar, Priya Dingorkar, Wang Junhao and **Aarathy Babu**

April
2020

● **Report on Violence against Women**

The report discusses the data collected from the Gender, Institutions, and Development Database 2019 database of the Organisation for Economic Co-operation and Development. The data used in the analysis focuses on the violence against women from all income backgrounds around 180 countries including OECD and Non-OECD economies.

📍 Melbourne, Australia

April
2020

● **Resume building using R Markdown**

Using R markdown to build a customized resume for self.

📍 Melbourne, Australia



INTERESTS

- **Data Analysis , Indian History , Temple Architecture , Sociology , Blogging**