JEYSHANTH LEO

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Education

Northeastern University Boston, MA
Master of Science in Business Analytics *Sep 2025-Dec 2026*
Coursework: Data Management & Big Data, Predictive Analytics, Statistical Methods for Business, Data Visualization, Financial & Risk Analytics, Business Intelligence.

SRM Institute of Science and Technology Chennai, India
Bachelor of Technology in Computer Science and Engineering *Sep 2021-May 2025*
Coursework: Data Structures and Algorithms, Database Management Systems, Artificial Intelligence, Machine Learning, Natural Language Processing, Operating Systems.

Technical Skills

Data Analytics: Excel (Advanced, VBA, Power Query, Pivot Tables), Power BI (DAX, Data Modeling), Tableau
Languages: Python, R, SQL
Libraries & Tools: Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn
Database and Cloud: MySQL, PostgreSQL, Amazon Redshift, Google BigQuery (basic); AWS S3
Analytics Techniques: Exploratory Data Analysis (EDA), Data Cleaning & Preprocessing, KPI Definition & Analysis, Data Validation & Quality Checks

Experience

Data Analyst Intern Jan 2026 to Present
Hubspot *Boston, USA*
- Conducted data quality assessment across 3 CRM datasets including CSAT, NPS, and support ticket data.
- Evaluated 20+ data fields to assess completeness, consistency, validity, and usability for analytics.
- Identified structural inconsistencies, null value patterns, and formatting issues affecting reporting reliability.
- Prepared cleaned, analysis ready datasets for downstream reporting and business analysis.
- Documented data integrity issues and provided recommendations to improve data governance standard.

Data Analyst Jan 2024 to Mar 2024
Zenardy *Chennai, India*
- Analyzed large-scale marketing datasets using Excel (Pivot Tables, Power Query) and SQL to identify trends in customer acquisition, lead quality, and campaign performance.
- Designed and automated Power BI dashboards to track KPIs such as conversion rate, lead volume, CAC, and campaign ROI, improving reporting efficiency by 30%.
- Conducted A/B test analysis on marketing strategies by defining control and test groups, evaluating performance lift, and driving a 12% increase in conversion rates.
- Performed data cleaning and validation to ensure accuracy and consistency across marketing and CRM datasets before analysis and reporting.
- Delivered actionable insights and summary reports to marketing teams, enabling faster, data-driven campaign optimization and decision-making.

CRM Analytics Analyst Nov 2023 to Dec 2023
Salesforce *Chennai, India*
- Analyzed 10+ Salesforce CRM objects and data models to support workflow optimization, reporting requirements, and data consistency across sales and lead management processes.
- Built 3–5 data-backed automations using Salesforce Flows, reducing manual data handling and improving operational efficiency.
- Worked with structured CRM datasets (5k+ records), security settings, and APIs to ensure accurate data access, role-based visibility, and reporting consistency.
- Supported CRM reporting and analytics use cases by creating analysis-ready datasets, summary reports, and aggregations across the sales and lead lifecycle (lead creation, qualification, conversion), enabling performance tracking and funnel analysis.
- Performed data validation and quality checks by identifying inconsistencies, missing values, and logic gaps, ensuring reporting outputs aligned with defined business rules, data standards, and reporting logic for accurate analysis.

Projects

Customer Review Analytics | *Exploratory Data Analysis,Dataset Handling,Data Visualization* Dec 2024 - April 2025
- Collected and Analyzed 50k+ e-commerce customer reviews by performing data cleaning, preprocessing, and exploratory data analysis (EDA) to study review volume, rating distributions, sentiment patterns, and anomalous review behavior across multiple product categories.
- Transformed raw review data into structured, analysis-ready datasets, created 10+ summary metrics and visual analyses (real vs. suspicious reviews, sentiment breakdowns, category-level trends), and prepared outputs optimized for dashboarding and reporting.

Traffic Congestion Analysis & Signal Optimization | *Trend & Pattern Analysis,Descriptive Statistics,* June 2024 - Nov 2024
- Analyzed real-time traffic datasets derived from CCTV-based vehicle counts across multiple road directions, performing data aggregation and exploratory data analysis (EDA) to study traffic density patterns, peak vs. non-peak behavior, and vehicle-type distributions.
- Created structured analytical datasets and performance metrics (vehicle counts, average wait times, signal durations), evaluated system outcomes using statistical analysis (ANOVA, trend comparison), and generated dashboard-ready insights showing up to 20% reduction in average wait time, 30% reduction in idle time, and 10–15% improvements in fuel efficiency and emissions.