

THAK ARAVIND

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PROFESSIONAL SUMMARY

- Detail-oriented graduate in Business Administration (Business Analytics) with hands-on experience in data analysis, content evaluation, and cyber security-based investigative projects.
- Demonstrates capability in analyzing large datasets, identifying patterns, and producing structured insights to support decision making. Exposure to network traffic analysis, policy-relevant content evaluation, and data visualization.
- Strong written communication, problem-solving ability, and attention to detail aligned with Trust & Safety and content policy environments.

SKILLS

- **Data Analysis & Investigation:** SQL, Excel, Data Analysis, Data Validation, Analytical Review.
- **Visualization & Reporting :** Power BI, Dashboard Creation, Reporting.
- **Cybersecurity & Analysis:** Network Traffic Analysis, Wireshark, Protocol Analysis, Threat Assessment .
- **Soft Skills:** Analytical Thinking, Professional Communication, Stakeholder Coordination, Adaptability, Attention to Detail.

WORK EXPERIENCE

BUSINESS DEVELOPMENT(Web3 Ecosystem Partnership) | MEXC (KOL) [NOV 2024 –JUNE2025]

- Conducted market and ecosystem research to identify strategic partnership opportunities within the Web3 community.
- Engaged and onboarded 4 Key Opinion Leaders (KOLs) to support community growth and partnership initiatives..
- analyzed engagement metrics and coordinated with internal teams to monitor collaboration performance & partnership outcomes.

DATA ANALYTICS INTERNSHIP | EXCELERATE [JAN 2025 – FEB 2025]

- Conducted data-driven analysis of multiple Superhero U ad campaigns, evaluating key performance Indicators including reach, engagement, click-through rates, and conversion metrics
- Created visual data representations comparing campaign performance across various metrics, identifying patterns and cost-effectiveness relationships to discontinue 2 underperforming campaigns .
- Recommended strategic discontinuation of two underperforming campaigns, resulting in approximately 30% cost reduction.

INTERNSHIP | MICROSOFT – FUTURE READY TALENT, [MAY 2024–JUN 2024]

- **TOOLS :** Azure AI chatbot, Azure static web app, storage account.
- Architected a cloud-based chatbot solution using Azure Bot Service and NLP, improving customer response time by 40%
- Developed serverless static web application leveraging Azure Static Web Apps, reducing page loading time by 50%
- Optimized data infrastructure by implementing Azure Storage Accounts, resulting in 60% faster retrieval speeds 35% cost

PROJECTS

1. Uber Pickup Data Analysis (NCR Region) : [APR 2024–MAY 2024]

- Analyzed Uber ride dataset to identify demand patterns, peak hours, and location-based trends using Excel/SQL.
- Performed data cleaning and validation to ensure accuracy and consistency of large datasets & Identified anomalies.
- Developed visual reports and dashboards to present findings in a structured and actionable format.

2. Network Traffic Analysis cyber security Project (Wireshark): [NOV 2025-DEC2025]

- Captured and analyzed live network traffic using Wireshark to study communication patterns of mobile applications.
- Investigated protocols including DNS, TCP/IP, TLS, and QUIC to identify behavioral patterns and anomalies.
- Assessed traffic for potential security risks, identifying no suspicious activity and validating secure communication channels.

CERTIFICATIONS

- **LINKEDIN LEARNING:** Atlassian Agile Project Management Professional Certificate.
- **LINKEDIN LEARNING :** Career Essentials in Business Analysis by Microsoft and LinkedIn
- **SPAREN & GEWINN (CSSC):** Lean Six Sigma AI yellow belt.
- **AWS:** Introduction to generative AI.

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION (Business Analytics), SR University [Aug 2020 – Apr 2023]

INTERMEDIATE , saanvi junior college , 8.1 CGPA [Jun 2017 – Mar 2019]

KEY ACHIEVEMENT

- Recognized as a Star Performer during the Excelerate internship for achieving exceptional performance of [93/100].