

APPU ANAND

Trivandrum, Kerala | +91 8330804690 | appu.anand@outlook.com

linkedin.com/in/appuanand | github.com/Appu-Anand | appu-anand.github.io

SUMMARY

MIS Executive and Data Analyst with 2+ years of experience in MIS reporting, business analytics, and dashboard development across Automotive, Smart City, and QSR domains. Skilled in Advanced Excel, Power BI, SQL, Python, and DAX to automate reporting, monitor KPIs, and deliver actionable insights that support operational and management decision-making. Experienced in process automation, data validation, and cross-functional collaboration to improve reporting efficiency and data accuracy.

SKILLS

Analytics & BI: Power BI, Advanced Excel (Power Query, Power Pivot, Pivot Tables, XLOOKUP), SQL, Python (Pandas), DAX, Tableau

Reporting & MIS: MIS Reporting, Dashboard Development, KPI Monitoring, Report Automation, Data Validation & Cleaning, Data Visualization

Business Analysis: Root Cause Analysis, Market Share Analysis, Sales Performance Reporting, Registration Pendency Analysis, Test Drive Analysis, Stakeholder Management

EXPERIENCE

MIS Executive — Nippon Motor Corporation Pvt. Ltd., Kerala

Nov 2025 – Present

- Centralized daily order listing and Toyota market share reporting across three dealerships using RTO registration data, improving reporting consistency and eliminating fragmented manual tracking
- Tracked monthly enquiry-to-order conversion rate (38%) across sales officers, giving management visibility into team performance and pending orders
- Tracked weekly registration pendency and test drive activity through KPI-based reports, flagging delays that helped drive pendency down from 58 to 16 cases

Junior Lead – Data Analysis — Cogniphi Technologies

Nov 2023 – Apr 2025

- Automated manual data processing using Python, reducing manual effort by 35%
- Led a team of 10 on Smart City annotation work, reducing annotation errors by 20%
- Built Power BI dashboards with DAX measures to report annotation quality, throughput, and team performance for Smart City stakeholders

Data Analyst — Cogniphi Technologies

Apr 2023 – Oct 2023

- Analyzed QSR customer journey and drive-through data to build dashboards that supported AI model development for engineering and testing teams

PORTFOLIO PROJECTS

Marketing ROI Dashboard — Power BI, Excel, DAX

- Developed an interactive Power BI dashboard to analyze ROI, conversion rate, cost per conversion, and revenue per customer
- Identified mobile campaigns delivering 2.1x ROI despite receiving only 40% of marketing spend, demonstrating a potential 15% improvement through budget reallocation

Retail Sales Root Cause Dashboard — Power BI, Excel, DAX

- Built a Power BI dashboard integrating revenue, profit, discounts, and delivery performance to identify drivers of declining profitability
- Determined that high discounting (21%+) in the Technology category and delayed deliveries contributed to reduced profitability in the South region after July 2024

EDUCATION

B.Tech in Computer Science, Glocal University — 2024

MBA in Business Analytics (Ongoing), Amrita Vishwa Vidyapeetham — Expected 2028

CERTIFICATIONS & JOB SIMULATIONS

Certifications: Data Analysis Using Python (IBM) · Data Visualization Using Python (IBM) · Career Essentials in Data Analysis (Microsoft & LinkedIn) · Data Analytics Essentials (Cisco) · SQL and Relational Databases (Cognitive Class) · Statistics 101 (IBM)

Job Simulations (Forage): Accenture — Data Analytics & Visualization · Deloitte Australia — Data Analytics · Quantum — Data Analytics · Tata Group — Data Visualisation