

Shraeyas Muthaiah

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Summary

Goal-oriented professional with experience in data analysis, SQL, Python, and Tableau, paired with strong Microsoft Office skills and attention to detail. Comfortable reviewing data, identifying gaps, and supporting clear reporting and process organization. Adaptable team player with a focus on accuracy, communication, and efficient task execution.

Areas of Expertise

- Microsoft Office proficiency, Python and SQL, MySQL database management, AWS cloud services, Tableau visualization, Web development frameworks, GitHub, Problem-solving and critical thinking, Project management, Time management and organization, Emotional intelligence, Adaptability and learning agility, Collaboration and teamwork, Communication skills, Data Storytelling, SAP ERP System, Microsoft Excel, Microsoft Outlook, Automation Scheduling Software, Microsoft Word

Professional Experience

Extern

Jul 2026 - Present

Extern, Breaking Games

Remote

- Analyzed multi-platform e-commerce data – including ad performance, on-site behavior, and sales metrics-to evaluate key drivers of traffic, conversion, and revenue growth
- Used AI-assisted tools to synthesize insights from Google Ads, Meta Ads, Google Analytics, and Shopify data, identifying trends in customer behavior, campaign performance, and sales funnel effectiveness
- Created cross-platform synthesis reports covering ad effectiveness, site behavior, product performance, and conversion bottlenecks-translating findings into actionable e-commerce growth strategies

Koala Web Design

Jun 2026 - Present

Digital Support

Atlanta, GA

- Delivered front-line digital support to clients by troubleshooting website, account, and technical issues while ensuring timely resolution and a positive customer experience.
- Assisted with website updates, content management, and quality assurance to maintain functionality, usability, and brand consistency.
- Strengthened communication, customer service, technical troubleshooting, and organizational skills through hands-on support operations.

Dunkin Donuts

Aug 2021 - May 2022

Crew Member

Cumming, GA

- Operated the cash register, processed transactions, and handled payments accurately while maintaining strong attention to detail.
- Participated in training sessions and reviewed company procedures to enhance product knowledge and customer service skills.
- Prepared beverages such as coffee drinks, smoothies, and milkshakes according to company standards.

Education

University of Georgia

Aug 2022 - May 2026 *Management Information Systems*

Athens, GA

Projects

AI-Powered Consumer Complaint Routing & Business Intelligence Analytics

Jan 2026 - May 2026

- Analyzed 2,000 CFPB consumer complaint records using R and Tableau to identify complaint trends, response patterns, and regulatory risk factors across major credit bureaus.

- Developed a supervised decision tree model and engineered complaint classification features to automate the routing of consumer disputes through regulatory resolution workflows, including dispute management, fraud alerts, debt verification, and human escalation protocols.
- Integrated decision-tree business logic into a GPT4All chatbot, creating an AI-driven complaint triage framework designed to improve response efficiency, support compliance requirements, and reduce manual case-routing efforts.

Food Truck Simulation

Jan 2025 - May 2025

- As part of a team project in my Principles of Management class, I helped design, test, and refine a simulated frozen-treat business, using rapid prototyping and data analysis to inform strategic decisions. The project explored startup planning alongside an interactive food truck simulation, allowing us to test various business models across products, locations, and vehicle types (pushcart vs. truck) in a dynamic, data-rich environment.

NFL Database

Jan 2025 - May 2025

- Developed a robust, analytics-ready relational database to support the NFL's strategic and operational decision-making. The project focused on modeling and organizing critical data domains-including Teams, Players, Coaches, Games, Stadiums, and Ticket Sales-to provide league executives with meaningful insights into league performance and operations.