

JASWANT JAYACUMAAR

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Professional Summary

Data Analyst with 2+ years across e-commerce, consulting, and scientific research, specialising in Python, SQL/BigQuery, and building full-stack analytics platforms end-to-end. Currently own the contribution-margin reporting platform at Printerpix and co-built an 11-tool SEM automation console managing Google Ads bidding across 9 international markets, integrating LLM-powered agents (LangGraph, Gemini, Claude) and custom MCP infrastructure. Strong statistical foundation in Bayesian inference, MCMC, and machine learning from postgraduate astrophysics research. Proven record of turning messy multi-source data into automated pipelines, dashboards, and AI tools that commercial teams use daily.

Skills

Programming:	Python (Pandas, NumPy, Scikit-learn, Matplotlib, LightGBM, Keras, TensorFlow), SQL
Data & Cloud:	Google BigQuery, Google Cloud Platform (Cloud Run, Cloud Scheduler, Cloud Storage), Supabase, PostgreSQL, MySQL, ETL pipelines, scheduled queries & cron/DAG orchestration
Marketing Analytics:	Google Ads API, GA4, Google Search Console, Google Merchant Center, Matomo, Klaviyo, Bing Ads, GTM & server-side tracking, SEM/PPC bid automation, ROAS optimisation
AI / LLM Engineering:	LangGraph, RAG / retrieval-grounded agents, NL→SQL, Gemini & Claude & GPT APIs, MCP (Model Context Protocol) server development, prompt engineering, AI-assisted development (Claude Code, Cursor)
BI & Reporting:	Power BI (DAX, semantic models), Looker Studio, MS Excel
Web & Deployment:	FastAPI, Flask, Express, Next.js/React, Docker, Vercel, Railway
Statistics / ML:	Bayesian inference, MCMC, predictive modelling, supervised learning, feature engineering, exploratory data analysis
Tools:	Git/GitHub, Jira, Confluence, Linux (Ubuntu), VS Code, Jupyter

Experience

PrinterPix UK Ltd	London, United Kingdom
<i>Data Analyst, e-Commerce</i>	Mar 2026 – Present
- Solely designed, built, and own the company's Contribution Margin (CM) reporting platform: a full-stack web application (Next.js, Express, BigQuery, Supabase; deployed on Vercel/Railway) replacing legacy Looker Studio dashboards with live daily and hourly profitability, marketing-cost, and SEM analytics across 9 international markets - Engineered and documented the BigQuery warehouse behind it: scheduled queries consolidating Google Ads, GA4, Bing Ads, Merchant Center, Search Console, Klaviyo, and competitor-pricing data, with full pipeline DAGs, source mappings, and calculation references authored in Confluence - Co-built an 11-tool SEM Automation Console (Next.js, Python/Flask, Google Ads API), leading development of most of its systems: automated bidding, negative-keyword management, keyword farming, search-query expansion, ad-copy generation, and pricing optimisation for Search & Shopping campaigns spanning 16 products × 9 countries, 17 Google Ads accounts, and two businesses, via Python automation scripts with preview-first, human-approved writes, collectively applying 10,000+ campaign changes per month through the Google Ads API, a scale unmanageable manually - Designed profit- and growth-mode bidding decision trees (ROAS-band classification) executed autonomously via Cloud Run schedulers, with AI pipelines including a two-pass Gemini negative-keyword classifier and multi-model ad-copy generation (Claude, Gemini, GPT), eliminating 25+ hours/week of previously manual bid management, covering 27,000+ active search terms across ~9,000 ad groups and 239 campaigns each month - Took ownership of the company's end-to-end pricing-intelligence pipeline: automated competitor-price scraping (9 regions × 10 product lines), BigQuery consolidation, and a regression + Monte Carlo price-optimisation engine feeding weekly price recommendations into the SEM dashboard - Developed a retrieval-grounded (RAG) analytics agent embedded in the CM Report (FastAPI, LangGraph, Gemini; NL→SQL over BigQuery with context caching) connecting 7 live data systems, enabling commercial stakeholders to self-serve insights for live bidding decisions - Built the team's AI-analytics infrastructure: an 11-server MCP toolchain enabling LLM-assisted analytics workflows adopted across the team	

TELUS Digital AI Data Solutions*Data Analyst (Freelance)*

London, United Kingdom

Oct 2025 – Feb 2026

- Evaluated and validated geospatial, search and natural-language (NLP) datasets for a leading global mapping platform, applying detailed research guidelines to assess accuracy, relevance and completeness, maintaining high QA audit scores on rubric-based quality checks

3i Infotech UK*Associate (Process Mining Analyst)*

London, United Kingdom

Nov 2023 – Jul 2025

- Conducted EDA on business and financial datasets using Python and SQL, cleaning and integrating data from multiple sources, delivering insights that improved order processing time by 15%
- Designed and optimised SQL queries to extract and transform data from relational databases, ensuring data integrity and accuracy
- Built and maintained reports in Excel and Power BI, including interactive dashboards with DAX measures, data modelling and relationships to visualise KPIs, enabling data-driven decisions and commercial insight for sales teams
- Provided stakeholder support through cross-functional collaboration and presentations, translating complex statistical findings into actionable stories under tight deadlines

Projects

Timing Pulsars with the Thousand Pulsar Array on MeerKAT*Jodrell Bank Centre for Astrophysics, University of Manchester*

Manchester, United Kingdom

Sept 2021 – Nov 2023

- Produced updated timing solutions (ephemerides) for 179 pulsars with TEMPO2, building Python automation around the timing pipeline to batch-process and clean irregularly sampled time-series data from the Lovell and MeerKAT radio telescopes in a Linux environment
- Measured spin-down-rate variations for 8 pulsars by benchmarking two independent methods across three datasets: Bayesian Gaussian-process red-noise modelling with ensemble MCMC (run_enterprise, emcee, 32 chains) versus harmonic-whitening (fitwaves), quantifying uncertainties and demonstrating the Bayesian approach's robustness to irregularly sampled data
- Integrated observations from two telescopes into a combined dataset, handling cross-instrument clock offsets, and generated publication-quality figures and summary statistics (Matplotlib) for the dissertation

Performance Analysis & Prediction of Solar Pond Performance*Vellore Institute of Technology*

Chennai, India

Dec 2019 – Jun 2020

- Built and optimised a feed-forward neural network (Scikit-learn) for multi-output regression, predicting key solar-pond performance parameters with up to 85% of variance explained on test data
- Performed EDA on time-series data (Pandas, NumPy) and developed visualisations to communicate performance insights for energy-system design

Certifications

KPMG Data Analytics Consulting Virtual Internship Program

2023

- Assessed data quality and completeness in preparation for data analysis to identify high-value customers based on customer demographics and presented insights using data visualizations

Cognizant Artificial Intelligence Virtual Experience Program

2023

- Performed exploratory data analysis on sales and sensor data, built a machine learning model and implemented algorithm production to predict stock levels of products, and reviewed algorithm performance

Education

The University of Manchester*Master of Science by Research in Astronomy and Astrophysics*

Manchester, United Kingdom

2021 – 2023

Vellore Institute of Technology*Bachelor of Technology in Mechanical Engineering, 1st Class with Distinction*

Chennai, India

2016 – 2020