

KARTHIK DEVARAJ

Intelligence Analyst | Research and IT Operations | Data Analysis & Sensor Systems

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Professional Summary

Intelligence Analyst and Computer Applications graduate with hands-on experience in consumer market research, IT operations, and embedded systems. Currently at Consuma AI, delivering consumer intelligence reports by transforming raw online conversation data into actionable client-ready insights across brand, influencer, and category studies. Backed by operational experience assisting 15+ large-scale events and 30+ regular events at Paytm Insider with exposure to ticketing systems, data verification, and SLA-driven environments. Skilled in Python, SQL, IoT systems, and embedded programming, with proven ability to build functional prototypes including gas detection, RFID hospital management, and plant monitoring solutions. Seeking roles in IT support, service desk, or data-driven environments where analytical and technical skills drive impact.

Core Competencies & Expertise

- **Programming Languages:** C, Python, Embedded C, JavaScript, HTML5, CSS3, SQL
- **Embedded Systems & IoT:** Arduino IDE, Arduino Uno, Microcontrollers, Sensor Integration (MQ2 Smoke, Gas Detection, RFID), GSM Modules, UART, I2C Communication Protocols.
- **Web Technologies:** HTML, CSS, JavaScript, Responsive Web Design, Front-End Development, UI/UX Design.
- **Databases & Tools:** MySQL, SQL Queries, Git, VS Code, Data Structures & Algorithms (DSA)
- **Testing & Quality:** Manual Testing, Test Case Design, Bug Tracking, Root Cause Analysis, API Testing Concepts
- **Data Analysis:** Python for Data Analysis, Excel, SQL for Data Manipulation, Statistical Analysis Basics
- **Soft Skills:** Problem Solving, Analytical Thinking, Team Collaboration, Communication, Project Management.
- **Operations & Coordination:** Event Operations, Ticketing Systems, Box Office Management, Data Verification, Sales Report Analysis, High-Volume Operations

Education

Bachelor of Computer Applications (BCA)

PES University, RR Campus, Bengaluru | Graduation: 2026

- **Academic Excellence:** Distinction Awardee for Semester 1, 4, and 5
- **Relevant Coursework:** Data Structures, Algorithms, IoT Systems, Database Management, Web Technologies, Software Engineering

Certifications & Achievements

- Academic Distinction Awardee | PES University | Semester 1, 4, and 5 (Top 10% of cohort)
- PESU I/O – Automation in IoT | PES University | Project-based certification program
- Front-End Web Development | Udemy | Comprehensive course covering HTML, CSS, JavaScript, and responsive design
- CIE Ignite Innovation Program – Stage 2 | Shortlisted among 200+ project submissions for innovation excellence

Professional Experience

Intelligence Analyst

Consuma AI | Bengaluru | May 2026 - Present

- Lead end-to-end delivery of consumer intelligence and market research reports including brand competitor analysis, influencer studies, and creative/packaging testing.
- Transform large volumes of unstructured online conversation data into strategic insights and polished client-ready deliverables.
- Collaborate cross-functionally with the research team to refine market research methodologies and improve report quality and turnaround.

Intelligence Analyst Intern

Consuma AI | Bengaluru | February 2026 - May 2026

- Analysed online consumer conversation data to extract actionable market research insights, contributing to reports across influencer analysis, brand competitor studies, and concept testing.
- Assisted in building structured primary and secondary research reports covering packaging testing, creative (image/video) testing, and category studies.
- Processed raw qualitative data to surface consumer sentiment patterns and strategic recommendations for brand decision-making.

Freelance Event Coordinator

Paytm Insider (District by Zomato) | Bengaluru | October 2024 - November 2025

- Coordinated 15+ large-scale live events with 10000+ attendees, ensuring seamless operations and adherence to event protocols. Performed data verification and quality checks on sales reports, identifying and resolving data mismatches to ensure integrity.
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Technical Projects

1) Garden Genie – IoT-Based Plant Monitoring System

Technologies: *Arduino, Soil Moisture Sensors, Temperature Sensors, IoT Protocols, Mobile App Integration*

- Developing intelligent urban gardening solutions with real-time sensor-based plant health monitoring and automated alerts
- Implementing IoT device connectivity for mobile application enabling remote monitoring and data visualization
- Integrating AI chatbot functionality to provide automated plant care recommendations based on sensor data

2) Gas Leakage Detection & Emergency Alert System

Technologies: *Arduino, MQ-Series Gas Sensors, GSM Module (UART), LCD Display (I2C), Embedded C*

- Designed and built automated gas detection system with threshold-based alarm triggering for LPG and toxic gas detection
- Integrated GSM module using UART protocol for automated IVR call notifications to users during gas leak detection
- Implemented I2C communication protocol for real-time gas concentration display on 16x2 LCD panel
- Improved detection reliability through sensor calibration and threshold optimization

3) RFID-Based Hospital Management System

Technologies: *RFID (RC522), Arduino, Database Management (SQL), Embedded Systems / CodeBerries Hackathon*

- Developed RFID-based patient identification and tracking system for automated medical record retrieval
- Implemented database integration for real-time patient data storage and retrieval upon RFID tag scan
- Streamlined patient identification workflow and reduced manual lookup effort

4) Mimetic – AI-Powered Content Repurposing Platform

Technologies: *HTML5, CSS3, JavaScript, Responsive Design, UI/UX Wireframing*

- Collaborated on AI-driven content transformation tool enabling digital creators to repurpose content across platforms
- Designed and developed responsive front-end prototype with user-centric interface and seamless navigation
- Project shortlisted for Stage 2 of PES University CIE Ignite Innovation Program among 200+ submissions

5) Automated Smoke Detection & Alert System

Technologies: *Arduino Uno, MQ2 Smoke Sensor, Embedded C, Buzzer Alert System*

- Built smoke detection system using MQ2 sensor with Arduino microcontroller for early fire hazard warning
- Programmed threshold-based audible alert mechanism triggered upon detecting smoke concentration above safe limits
- Demonstrated understanding of sensor interfacing, analog-to-digital conversion, and safety system design principles

Additional Information

- **Languages:** English (Fluent), Hindi (Professional), Kannada (Native)
- **Availability:** Immediate (Can join within 1 week)
- **Location Preference:** Bengaluru, Hyderabad, Mumbai and Open to Remote/Hybrid opportunities
- **Interests:** On-ground Operations, IoT Innovation, Embedded Systems Design, Web Technologies, Data-Driven Solutions, Automation, Consumer Insights

I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.

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