

Rama Gopala Krishna Masani

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Data Analyst with 1 year of experience in data visualization, dashboard creation, and predictive modeling. Proficient in Excel, MySQL, Python, Power BI, Machine Learning, Deep Learning, and NLP. Skilled in generating actionable insights and supporting data-driven decision-making. Honing strong analytical, decision-making, and problem-solving abilities with a proactive mindset and continuous learning approach.

TECHNICAL SKILLS

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|---------------------|------------------|----------------------------|----------------------|
| • Power BI Desktop | • Advanced Excel | • Python | • Data Modelling |
| • Power BI Service | • SQL | • Machine Learning | • Data Visualization |
| • Power Query (ETL) | • MySQL | • Deep Learning | • Data Cleaning |
| • DAX | • SQL Server | • Natural Language Process | • Data warehouse |

WORK EXPERIENCE

Data Analyst | Retail Market, Bengaluru

11/2023 – 11/2024

- Developed and deployed machine learning models (Decision tree, Random Forest, Extreme Gradient Boosting,) to predict shrink rates, improving store-level decision-making and mitigating risks.
- Conducted exploratory data analysis (EDA) on historical sales, inventory, and external data to identify shrink trends, correlations, and high-risk store segments.
- Automated ETL processes, reducing data processing time by 30%, and enhanced sales forecasts, resulting in a 12% increase in revenue.
- Designed Power BI dashboards to visualize shrink metrics and operational KPIs, improving management insights and achieving a 25% reduction in shrink-related losses.

Tools used: Python, Pandas, Machine Learning, Deep Learning, Power BI Desktop, Power BI Service, DAX, ETL,

PROJECTS

Power BI Developer | PwC (Virtual Internship from Forage) | [Task 1](#) | [Task 2](#) | [Task 3](#)

- Created Call Centre analysis report which gives 3.4/5 average customer rating to see performance trends by setting KPI.
- Designed Churn analysis report for 7043 customers, resulting 26.54% churn rate by using charts and DAX functions which helps in data-driven decision making to operability.
- Crafted Diversity & Inclusion report, harmonizing the workforce based on gender for 500 employees.

Zomato Restaurant Analysis | Power BI | [Link](#)

- Analyzed a dataset of 821 restaurants in India, revealing an average rating of 2.8/5 and an average price of ₹196.91.
- Developed Power BI reports for regional analysis and restaurant performance using Power Query, visualizations, and DAX calculations.

Customer Churn Analysis | Python | [Link](#)

- Conducted EDA and visualized churn trends using Matplotlib and Seaborn to identify key customer behavior patterns and actionable insights.
- Developed and deployed a Python-based churn prediction model leveraging features like contract types, payment methods, and tenure, driving data-informed retention strategies.

Pizza Sales Analysis | SQL | [Link](#)

- Analyzed pizza sales data to uncover customer preferences, optimize inventory, and improve revenue strategies; identified top-selling pizzas, busiest order hours, and revenue contributions.

Music Recommendation System | Python, Machine Learning, Deep Learning | [Link](#)

- Designed and implemented a Music Recommendation System using Spotify data, employing collaborative filtering and content-based algorithms for personalized music suggestions.
- Built a robust data preprocessing and feature engineering pipeline, enhancing recommendation accuracy and system efficiency.

EDUCATION

Master of Business Administration in Data Science - (9.13%)

08/2023 – 06/2025

Koneru Lakshmaiah University

CERTIFICATES & ACHIEVEMENTS

- Hacker Rank – Python. [View](#)
- Google Data Analytics, IBM [View](#)
- TensorFlow Certification by, TensorFlow [View](#)
- Python For Data Science, Udemy [View](#)