# VENKATA NAGA VINEETH SAI APPANA

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## PROFESSIONAL SUMMARY

Data Analyst with 3+ years of experience leveraging SQL, Python, Tableau, Power BI, and BigQuery to transform large-scale healthcare, retail, and e-commerce datasets into actionable business insights. Skilled in building predictive models, KPI dashboards, and automated ETL pipelines that reduce manual effort and accelerate reporting. Proficient in A/B testing, churn analysis, and statistical modeling to optimize customer engagement, product adoption, and revenue growth. Experienced in collaborating with cross-functional teams and executives to translate analytics into strategies that improve efficiency and profitability. Adept at working in Agile/Scrum environments and aligning data initiatives with organizational goals.

## TECHNICAL SKILLS

**Data Analytics & Visualization:** Tableau, Power BI, Looker, QlikSense, QlikView, Google Data Studio, Advanced Excel.
**Programming & Databases:** Python (Pandas, NumPy, SciPy, Scikit-Learn, Matplotlib, Seaborn, Plotly), R, SQL, MySQL, MS SQL Server, PostgreSQL, Google BigQuery, Snowflake, Azure Synapse.
**Machine Learning & Statistical Modeling:** Predictive Modeling, Logistic Regression, Decision Trees, Random Forest, Clustering, NLP, Time Series Forecasting, A/B Testing, Hypothesis Testing, Data Mining.
**Cloud & Data Platforms:** Azure Databricks, AWS (Redshift, S3, Glue, Athena, QuickSight), GCP (BigQuery, Dataflow), Hadoop, Spark, Delta Lake.
**ETL & Workflow Orchestration:** Azure Data Factory, Apache Airflow, dbt, Alteryx, Informatica, Talend.
**Data Governance & Quality:** Data Lineage, Data Catalogs, Great Expectations, Deequ, Role-Based Access Control (RBAC), Anonymization/Masking.
**Collaboration & Version Control:** Jira, Confluence, Git, GitHub, Agile/Scrum.
**Product & Business Tools:** Jupyter Notebook, Visual Studio Code, Miro, Figma (for product roadmapping and analytics workflows).

## PROFESSIONAL EXPERIENCE

**Data Analyst**                                                                                                                                                    **Sep 2023 - Present**
**UnitedHealth Group | Remote, USA**

- Leveraged SQL and Python to examine claims and pharmacy utilization patterns, uncovering trends that supported the rollout of integrated health plans across insurance, clinics, and retail services.
- Delivered interactive Tableau dashboards on formulary updates, allowing executives to monitor $45M+ in savings from generic drug adoption and evaluate patient adherence to treatment.
- Built predictive models in Python (Random Forest, Logistic Regression) to estimate the impact of clinic closures, helping operations teams reduce costs by 14% without compromising access to care.
- Streamlined executive reporting by creating BigQuery and Airflow pipelines, which cut manual reporting cycles by 40% and ensured near real-time insight availability.
- Designed structured A/B testing experiments for new CVS app features, applying statistical analysis that drove 9% growth in engagement and 12% higher retention rates.
- Collaborated with product managers and data scientists to embed AI-driven recommendations into the CVS app, leading to more personalized patient journeys and measurable improvements in user satisfaction.
- Produced competitive market intelligence using Tableau and BigQuery, offering data-backed insights that shaped governance policies and guided strategic board expansion.
- Partnered with finance leaders on a $2B+ cost optimization program, applying SQL-driven analysis to highlight inefficiencies and prioritize savings opportunities that strengthened overall profitability.

**Business Analyst**                                                                                                                                                    **Aug 2020 - Jul 2022**
**Sigma Infotech | Bengaluru, India**

- Translated raw data from CRM, OMS, and Google Analytics into actionable insights using SQL and Tableau, helping leadership increase sales by 15% and strengthen customer retention by 12%.
- Applied Python predictive modeling techniques to identify churn risks, which enabled marketing teams to launch targeted campaigns that achieved an 18% improvement in retention.
- Built and maintained interactive Tableau and Power BI dashboards for executives, ensuring quick access to real-time KPIs that improved decision-making across sales and product teams.
- Evaluated user journeys through A/B testing and behavioral analytics in SQL and Python, driving changes to checkout flows that lifted average order value by 10%.
- Streamlined multi-source data integration by developing ETL workflows in Azure Data Factory, reducing reporting delays and improving data processing efficiency by 20%.
- Improved reporting precision by combining CRM and product data with Alteryx and SQL window functions, creating a consolidated dataset that accelerated business planning cycles.
- Partnered with supply chain leaders to forecast demand for healthcare products, using SQL-driven analysis that optimized stock planning and reduced stockouts by 15%.
- Presented customer journey analysis and cross-sell insights to leadership using Python and Tableau, influencing successful product launches and guiding eCommerce expansion strategy.

**PROJECTS Healthcare Analytics & Personalization Platform**

- Built predictive adherence models in Python and SQL that flagged patients at risk of non-compliance with diabetes treatment, enabling care teams to intervene early and improve outcomes.
- Engineered Airflow and BigQuery pipelines to automate ingestion of pharmacy, claims, and engagement data, ensuring real-time availability of KPIs for healthcare leadership.
- Designed Tableau dashboards that visualized cost savings, patient outcomes, and engagement metrics, providing executives with actionable insights that accelerated decision-making.

**E-commerce Customer Retention & Revenue Optimization**

- Created churn prediction models using Python and SQL to identify high-risk customers, supporting retention campaigns that improved loyalty rates by 18%.
- Applied A/B testing and funnel analytics to checkout and recommendation flows, optimizing user journeys that increased average order value (AOV) and overall engagement.
- Built automated Azure Data Factory pipelines for real-time inventory and order updates, reducing data latency and strengthening supply chain visibility across platforms.

## EDUCATION

**Master of Science, CS & IT**                                                                                                                                      **Aug 2022 - Dec 2023**
Sacred Heart University | Connecticut, USA

**Bachelor of Technology, CSE (Big Data Analytics)**                                                                                                 **Jun 2018 - May 2022**
Chandigarh University | Punjab, India

## CERTIFICATIONS

- Google Data Analytics Professional Certificate **- Coursera**
- Business Analytics Specialization **- Coursera**
- Data Visualization with Tableau **- Coursera**
- SQL for Data Science **- Coursera**
- A/B Testing **- LinkedIn Learning**
- Business Analysis Foundations **- LinkedIn Learning**