Abhilash Geesala
Data Analyst

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Portfolio: abhilashgeesala.github.io
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Skills

Languages/Databases:	Python, MySQL
Libraries/Frameworks:	Numpy, Pandas, Matplotlib, Seaborn
Data Analytics:	Microsoft Excel, Power BI, DAX, Tableau, EDA, Data Modeling
Statistical Techniques:	Descriptive Statistics, Hypothesis Testing, Regression Analysis
Software/Tools:	VS Code, Snowflake, Git

Experience

Data Analyst   **Dec 2022 — Present**
Covenant IT Solutions - Project 2   *Hyderabad, Telangana*

- Faced with the challenge of **optimizing app engagement**: Using SQL and Python analyzed data to translate insights into marketing and product strategies – used **Tableau to validate the insights** – resulting in a 30 percent decrease in drop-off rates.
- Task at hand was to streamline operations: **Automated data analysis and reporting** using Python scripts – resulting in more efficient workflow, contributing to streamlined operations.
- Encountered a surge in weekly support tickets: **Collaborated with Data Engineers** to streamline operations – implemented a front-end solution for SQL queries, emphasizing the use of **stored procedures** – resulting in a 25 percent decrease in weekly support tickets and a time-saving of around 80 hours per month.
- Developed **visualizations** and generated comprehensive sales and revenue reports using **Tableau** and SQL queries.

Data Analyst   **Mar 2021 — Nov 2022**
Covenant IT Solutions - Project 1   *Hyderabad, Telangana*

- As part of evaluating sales performance: **Used SQL to analyze** over 20,000 credit card sales every week – extracting valuable insights and contributing to data-driven decision-making processes - resulting in a consistent **6 percent increase in conversion rates** over 4 consecutive quarters.
- Related to optimizing cross-selling within the credit card rule engine: Performed **analysis of policy rules** - resulting in an **8 percent surge in the cross-selling ratio** - monitored and assessed performance post-deployment using Tableau.
- Partnered with engineering teams to enhance and **streamline data collection and integration workflows**, improving data accuracy and processing efficiency.
- Conducted data validations, cleaning, maintaining data quality, and monitoring data availability.

Planned Career Break   **Mar 2020 — Feb 2021**

- Managed **personal health challenges**, prioritizing self-care, **followed by pursuing CBAP certification** for essential skills in Data Science.

Senior Technical Specialist(Advanced Technician)   **June 2017 — Feb 2020**
Amazon Development Centre India Pvt. Ltd.   *Hyderabad, Telangana*

- Contributed valuable insights to **Amazon's product launch strategy** by actively **participating in pre-launch consultations**, leading to a reduction of approximately 4300 customer contacts per week.
- Built **Tableau dashboards to validate** and present feedback for improved decision-making, which **led to a reduction in refunds** by 12 percent.
- Collaborated with **cross-functional teams to identify KPIs** and requirements, ensuring alignment with business objectives.

Digital Support Specialist   **Aug 2013 — June 2017**
Amazon Development Centre India Pvt. Ltd.   *Hyderabad, Telangana*

- Managed 50+ customer inquiries for Kindle, Fire Tablets, and billing related to digital products at Amazon.
- Provided expert guidance to 10+ teams, each with 5 new members, reducing overall onboarding time by 2 weeks. Ensured accelerated integration and proficiency for new team members through streamlined processes.

Education

Bachelor of Technology in Computer Science, *Mewar University - Chittorgarh, Rajasthan*

Certifications

Certified Business Analytics Program (Analytics Vidhya)