

# Bopparaju Aravind

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## PROFESSIONAL SUMMARY

Detail-oriented Data Analyst with hands-on experience in SQL, Python, Excel, and Power BI. Skilled in data cleaning, exploratory data analysis (EDA), KPI development, and dashboard creation using real-world datasets. Proven ability to transform raw data into actionable business insights to support revenue growth and operational decision-making.

## EDUCATION

<b>Chaitanya Deemed To Be University</b> <i>B.Tech in Computer Science (CGPA: 9.2)</i>	<b>2022 – 2026</b> <i>Telangana, India</i>
<b>Alphores Junior College</b> <i>Intermediate (93.8%)</i>	<b>2020 – 2022</b> <i>Telangana, India</i>
<b>TetraHedron Model School</b> <i>SSC (CGPA: 10)</i>	<b>2019 – 2020</b> <i>Telangana, India</i>

## WORK EXPERIENCE

<b>Salesforce Developer Intern</b> <i>SmartBridge – AICTE Salesforce Virtual Internship</i>	<b>May 2025 – Jul 2025</b>
<ul style="list-style-type: none"><li>Analyzed 5,000+ customer and sales records within Salesforce CRM to support business reporting</li><li>Designed dashboards tracking KPIs such as sales growth and customer activity</li><li>Automated workflows and validation rules to improve data accuracy</li><li>Assisted in report validation to ensure reliable decision-making insights</li></ul>	
<b>MERN Stack Developer Intern</b> <i>AICTE – Edunet Foundation (EY Supported Program)</i>	<b>Mar 2025 – Apr 2025</b>
<ul style="list-style-type: none"><li>Managed and validated structured datasets of 3,000+ records using MongoDB</li><li>Retrieved and processed data via REST APIs for backend analytics</li><li>Performed data validation and debugging to ensure consistency and reliability</li></ul>	

## PROJECTS

<b>Sales Performance &amp; Customer Insights Analysis</b> — SQL, Power BI, Excel
<ul style="list-style-type: none"><li>Analyzed 8,000+ sales transactions to evaluate revenue trends and customer behavior</li><li>Calculated KPIs including Total Sales, Average Order Value, and Growth Rate using SQL</li><li>Cleaned and transformed datasets using Power Query for reporting accuracy</li><li>Built Power BI dashboards tracking monthly revenue and regional performance</li><li>Identified underperforming segments to support strategic decisions</li></ul>
<b>Customer Churn Risk Analysis &amp; Retention Insights</b> — Python, SQL, Power BI, Excel
<ul style="list-style-type: none"><li>Analyzed 7,000+ customer records to identify churn risk patterns</li><li>Performed exploratory data analysis using Python (Pandas, NumPy)</li><li>Calculated churn rate and customer lifetime value using SQL queries</li><li>Built dashboards visualizing high-risk segments and churn drivers</li><li>Proposed data-driven retention strategies based on tenure and pricing trends</li></ul>

## TECHNICAL SKILLS

**Programming:** Python (Pandas, NumPy), SQL  
**Data Visualization:** Power BI (DAX, Power Query), MS Excel (Pivot Tables, VLOOKUP)  
**Databases:** MySQL, MongoDB  
**Concepts:** Data Cleaning, EDA, KPI Development, Data Modeling, Business Reporting  
**Tools:** Salesforce CRM, REST APIs

## CERTIFICATIONS

- Data Analytics Job Simulation — Deloitte
- Salesforce Developer Virtual Internship — SmartBridge (AICTE)
- Introduction to Python — IBM