

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

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

WORK EXPERIENCE

Salesforce Developer Intern	May 2025 – Jul 2025
<i>SmartBridge – AICTE Salesforce Virtual Internship</i>	
• Analyzed 5,000+ customer and sales records within Salesforce CRM to support business reporting	
• Designed dashboards tracking KPIs such as sales growth and customer activity	
• Automated workflows and validation rules to improve data accuracy	
• Assisted in report validation to ensure reliable decision-making insights	
MERN Stack Developer Intern	Mar 2025 – Apr 2025
<i>AICTE – Edunet Foundation (EY Supported Program)</i>	
• Managed and validated structured datasets of 3,000+ records using MongoDB	
• Retrieved and processed data via REST APIs for backend analytics	
• Performed data validation and debugging to ensure consistency and reliability	

PROJECTS

Sales Performance & Customer Insights Analysis — SQL, Power BI, Excel
• Analyzed 8,000+ sales transactions to evaluate revenue trends and customer behavior
• Calculated KPIs including Total Sales, Average Order Value, and Growth Rate using SQL
• Cleaned and transformed datasets using Power Query for reporting accuracy
• Built Power BI dashboards tracking monthly revenue and regional performance
• Identified underperforming segments to support strategic decisions
Customer Churn Risk Analysis & Retention Insights — Python, SQL, Power BI, Excel
• Analyzed 7,000+ customer records to identify churn risk patterns
• Performed exploratory data analysis using Python (Pandas, NumPy)
• Calculated churn rate and customer lifetime value using SQL queries
• Built dashboards visualizing high-risk segments and churn drivers
• Proposed data-driven retention strategies based on tenure and pricing trends

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