

BHARATH VUPPALA

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EXPERIENCE SUMMARY

Business and Data Analyst with **5+ years** of industry experience working on high-impact projects on Business Development in Automobile Industry, Digital Marketing. Decision making through data driven and innovative analytical techniques.

PROFESSIONAL EXPERIENCE

Data Analyst, Eclectic Activation / Denver, Colorado Sep2024 – Present

- Analyzed client datasets (approximately **1M+records**) from marketing campaigns using advanced **Excel** functions and Pivot Tables to uncover key insights and market trends.
- Conducted in-depth research on consumer behavior, target demographics and market dynamics, designing and implementing surveys to gather actionable data to build dashboards.
- Developed and automated reports and dashboards using **VBA** and **Power BI**, empowering stakeholders with real-time, data-driven decision-making capabilities and improved **marketing efficiency by 15%**.
- Enhanced reporting performance by working closely with client marketing teams for timely and strategical insights resulted in **90%** client retention.

Data Analyst, AHEC / Denver, Colorado January 2024 - May 2024

- Executed exploratory data analysis (**EDA**) on parking datasets, uncovering key factors influencing customer behavior.
- Finalized **Decision Tree** machine learning model using **R** to forecast parking trends and fine-tuning parameters, minimized **RMSE** value to **60%** to improve forecasting accuracy.
- Integrated **Tableau** with multiple data sources, to create interactive dashboards that support decision making, leading to **50% customer retention** and **10%** increase in parking space utilization.

Data Analyst, Hero MotoCorp / Hyderabad, India May 2021 - December2022

- Identified business opportunities for **34** dealers to improve profitability, customer retention, operational efficiency, market share through data driven analytical insights and innovative solutions.
- Collaborated with data engineering team for structuring **ETL** pipelines to enhance query performance, leading to faster data retrieval and analysis.
- Restructured **Tableau** dashboards and reports for stakeholders and dealers to track KPI, leading to a **20%** jump in revenue and **65%** customer retention.
- Streamlined complex **SQL** queries to decrease data load times by **30%** and reporting processes by leveraging **Python** for data manipulation and automation, enhancing overall efficiency and scalability.

Data Analyst, Tata Motors / Hyderabad, India June 2019 – April 2021

- Partnered with key stakeholders, product teams understand business needs, define reporting requirements, support **Ad-hoc** requests and deliver actionable insights that support strategic decision-making.
- Created predictive machine learning models using **Python** to forecast new service networks, onboarded 5 new service networks increasing service market share from **45% to 51%**.
- Crafting **SQL queries** and work with complex datasets from **Oracle DB** to solve challenging problems using different analytical approaches.
- Design, build, and refine robust **Power BI** dashboards and reporting solutions that provide actionable insights to dealers, resulting in a **25%** increase in **profitability** and **20%** increase in **customer satisfaction**.

Associate Data Analyst, Tata Motors / Mumbai, India August 2018 – June 2019

- Develop, optimize, and maintain complex **SQL** queries to extract and analyze complex **CRM** data and customer buying patterns to enhance digital marketing of Heavy Commercial Vehicles.
- Collaborated with key stakeholders, sales and marketing teams to execute marketing strategies with intention to drive revenue and company objectives, which increased digital and social media engagement **by 25%**
- Tracking Business performance, ROI of deals, budget monitoring and cross functional execution of strategic value added.
- Generated **200 vehicle sales leads** exclusively from social media, resulting in **INR 60 million** in revenue within a year.

TECHNICAL SKILLS

Languages/Tools: Python, R, SQL.

Business Intelligence: Power BI, Tableau, Alteryx, VBA, Quick Sight.

Machine Learning: Classification (Random Forest, Decision Trees), Regression (Linear, Logistic), Clustering (K-means)

Bigdata Framework: Hive, Kafka, PySpark, MongoDB, DataBricks, Oracle DB.

Others: Microsoft Excel, Statistics, Microsoft Access, A/B Testing, t-test, Chi-squared test, AWS, Lean SixSigma, Numpy, Pandas, Matplotlib, Seaborn, Scikit-learn, Keras.

PROJECTS

Predictive Model for Airline Delays April 2023 – May 2023

- Analyzed and predicted airline delays at Denver International Airport using **Python**
- Selecting **random forest model**, identifying peak delay times, most affected routes, and the impact of weather conditions on delays, aiding data-driven decision-making and **reduced predictive errors by 40%**.

EDUCATION

University of Colorado, Denver January 2023 - May 2024

Master of Science in Business Analytics

National Institute of Technology Calicut, India

July 2014 - May 2018

Bachelor of Technology in Production Engineering