

BHARATH MATLAPUDI

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EDUCATION

Northern Illinois University , DeKalb, Illinois	Aug 2022- May 2024
<i>Master of Science in Management information Systems, GPA: 3.89/4.00</i>	
Woxsen University, Hyderabad, India	Jun 2017- March 2019
Post Graduate Diploma in Management, GPA: 3.3/4.0	
KMIT, Hyderabad, India	Jun 2012- March 2016
Computer Science, GPA: 3.0/4.0	

TECHNICAL SKILLS

Databases:	MongoDB, SQL, MySQL
Data Visualizations:	Tableau, Microsoft visual studio, SAP analytics cloud
Statistical Analysis:	Regression Analysis, Hypothesis testing, Clustering
Data Mining:	Natural Language Processing (NLP), Text mining
Tools:	SAS Studio, Google Analytics, Google Tag manager, SEO, SEM
Languages:	Python, Java, HTML, CSS & JavaScript

WORK EXPERIENCE

Northern Illinois University , DeKalb, IL	Jan 2023- May 2024
Graduate Teaching Assistant	
<ul style="list-style-type: none">Conducted research using Python libraries such as NumPy and pandas to analyze and manipulate large datasets. By applying data analysis techniques, I was able to provide valuable insights that supported academic research projects and improved administrative processes.Additionally, assisted with data collection and analysis, conducted literature reviews, and assisted professor with manuscript preparation.Also helped the faculty with course preparation, including grading assignments and conducted exams, and provided support for online course materials.In addition to assisting the faculty, I had an opportunity to develop my research skills through collaborative work with faculty members and other graduate students.	

Intercontinental Wellness , Hyderabad, India	July 2020- July 2022
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Data Analyst

- Researched and collected customer's data from various primary and secondary sources such as conducting polls, surveys or extracted data from various social media platforms.
- Developed ETL pipelines using Python NumPy and pandas to extract data from various sources, transform it, and load it into a centralized data warehouse.
- Conducted ad-hoc data pulls from multiple data sources, including SQL databases and Salesforce CRM, to extract data for analysis and reporting.
- Applied data cleansing techniques and utilized Python libraries such as NumPy, Matplotlib, pandas, and seaborn to effectively manipulate and analyze diverse, large-scale datasets for insights and reporting.
- Utilized MySQL to design and develop a well-structured database schema for efficient storage and management of cleaned data, including the creation of new tables optimized for data analysis and reporting.
- By using MySQL in the backend, I have normalized the data, created cubes, understood the star and snowflake schema.
- Integrated Python and MySQL by using the "connect ()" method to establish a connection to the database. Utilized this connection to execute SQL queries and manipulate data using Python, providing insights and recommendations for business decision-making.
- Conducted statistical analysis on large datasets using Python libraries such as NumPy, SciPy, and pandas, resulting in actionable insights for business stakeholders and to identify trends and patterns in customer data.
- Conducted hypothesis testing using Python and statistical modeling techniques to identify factors impacting customer churn, resulting in a 15% reduction in customer attrition
- Utilized the Power Query feature to establish connections with SQL Server and other data sources, enabling the integration of data into Power BI reports with ease and efficiency.
- Front-end reporting and analytics platforms including OLAP cube design, tabular data modeling, Power Pivot, Power View, Power BI Report and Dashboard development and used MDX expressions to create new columns.
- Used various libraries like NumPy, Pandas, Matplotlib etc. and various functions for data analysis and visualization in Python.
- Conducted sentiment analysis on customer feedback using Power BI and Natural Language Processing (NLP) techniques, resulted in a 25% increase in customer satisfaction.
- Designed and executed A/B tests to evaluate the impact of changes in marketing campaigns, user interfaces, or pricing strategies, providing actionable insights to optimize performance and conversions.
- Generated daily, weekly, monthly, and quarterly performance reports using Power BI, including the ability to recognize and troubleshoot

data anomalies.

- Utilized a range of Software Development Life Cycle (SDLC) processes, from requirements gathering and analysis, to design, development, testing, implementation, and maintenance, to ensure the successful execution of data analytics projects and the delivery of actionable insights to stakeholders.
- Improved team productivity by implementing agile methodologies and conducted daily stand-up meetings and sprint planning sessions, resulting in more efficient and effective collaboration.

Uppercut Creative Solutions, Hyderabad, India

April 2019- May 2020

Data Analyst

- Conducted ETL processes using Python and SQL to extract, transform, and load data from multiple sources, including SQL databases, and Excel spreadsheets, resulting in a streamlined data pipeline and increased efficiency.
- Conducted ad-hoc data pulls and provided data in Excel format, supporting business initiatives and strategic decision-making.
- Developed and executed SQL queries to manipulate data and generate reports for stakeholders, resulting in actionable insights and data-driven decision-making.
- Designed and developed a database schema in MySQL to store and manage the cleaned data and created new tables for analysis and reporting.
- Used Power Query to connect to SQL Server and other data sources, enabling easy integration of data into Power BI reports.
- Designed and developed business intelligence dashboards, analytics reports and data visualization using Power BI by creating multiple measures using MDX expressions for user groups like sales, operations, and finance teams.
- Utilizing Power BI (Power View) to create various analytics dashboards that depict critical KPIs along with slicers enabling end-users to use the filters.
- Developed a data visualization solution in Power BI that helped the marketing team better understand customer behavior and preferences, leading to more targeted marketing campaigns.
- Utilized advanced Excel functions and formulas to analyze and manipulate data efficiently, creating pivot tables, and custom reports to support data analysis and reporting activities.
- Strong communication skills and the ability to present data-driven insights to non-technical stakeholders.
- Proven ability to work independently and collaboratively in a team environment and manage multiple projects with competing deadlines.

INTERNSHIP

Srinivasa Farms, Hyderabad, India

April 2018- June 2018

Digital Marketing Intern

- Achieved a 75% increase in customer reach on social media platforms through strategic content creation, advertising, and targeting right audience.
- Managed the brand's social media profiles, created engaging content and interacted with the audience to increase brand awareness and engagement.
- Met with clients to understand their requirements, discuss marketing strategies, and address any concerns they may have.
- Created client-specific presentations that highlight the brand's strengths and tailor marketing strategies to meet each client's unique needs
- Collaborated with both the technical and sales departments to ensure that deliverables and marketing initiatives are executed on time and meet quality standards.
- Conducted customer surveys to gather insights into customer perceptions and preferences. Use the data to revise marketing strategies and improve the brand's offerings.