

LAKSHMANA PERLA

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Analytical Data Analyst with over 2 years of experience leveraging Python, R, SQL, and Tableau to execute exploratory data analysis, craft predictive models, and deliver actionable insights. Skilled in statistical modeling, KPI definition, and data visualization, with a proven track record of guiding strategic business decisions through data storytelling, forecasting, and advanced analytics.

SKILLS

Programming and Statistical Analysis: Python, R, SQL, Scikit-learn, NumPy, Pandas, Matplotlib, Seaborn, Statsmodels.

Data Visualization and Business Intelligence: Tableau, Power BI, Matplotlib, Seaborn, Data Storytelling.

Statistical Modeling and Predictive Analytics: Regression (linear, logistic), Clustering, ANOVA, Hypothesis Testing, A/B Testing, Time-Series Analysis, Sentiment Analysis, Text Mining (NLP).

Database Management and Query Optimization: PostgreSQL, MySQL.

Analytical Tools and Practices: KPI Definition, Market Analysis, Root Cause Analysis, Forecasting, Benchmarking, EDA.

PROFESSIONAL EXPERIENCE

TATA CONSULTANCY SERVICES (TCS)

July 2021 – Nov 2022

Data Analyst

- Executed EDA on multi-dimensional datasets in Python, identifying actionable insights and guiding strategic business decisions.
- Designed statistical models like regression, clustering, and ANOVA to predict customer behavior and support strategic planning.
- Crafted Tableau dashboards to visualize KPIs, enabling stakeholders to derive actionable insights and foster data-driven decisions.
- Performed root cause analysis of performance metrics through correlation and variance analysis, identifying key revenue drivers.
- Conducted benchmarking and market analysis, evaluating positioning, identifying opportunities, and guiding business strategies.
- Leveraged predictive analytics techniques like logistic regression and ML to forecast customer retention and revenue growth.
- Applied time-series analysis to uncover trends, seasonality, and anomalies in metrics, improving business forecasting accuracy.
- Executed sentiment analysis and text mining with NLP, assessing survey data to evaluate satisfaction and product feedback trends.
- Defined KPIs with cross-functional teams, aligning analytical objectives with business strategy to track and improve outcomes.
- Designed hypothesis and A/B tests to measure campaign impact, optimize acquisition strategies, and validate business decisions.
- Presented analytical insights to leadership, translating complex findings into actionable strategies using data storytelling/visuals.

SMARTBRIDGE POWERED BY IBM

May 2018 – July 2018

Technical Assistant

- Guided students in mastering data analysis tools like Python, R, and SQL, ensuring hands-on proficiency with real-world datasets.
- Delivered tutorials on statistical modeling, regression, and EDA, fostering a deeper understanding of analytical concepts.
- Provided mentorship on projects involving clustering, forecasting, and hypothesis testing, enhancing student learning outcomes.

PROJECTS

Healthcare Insights Generation and Trend Analysis

- Performed EDA on healthcare data in Python to identify key patterns and correlations, enabling data-driven healthcare strategies.
- Utilized Matplotlib and Seaborn to create visualizations of healthcare trends, improving stakeholder understanding of key metrics.

Advanced Query Performance Analysis and Optimization

- Analyzed query performance across SQL and NoSQL databases, diagnosing inefficiencies and proposing optimization strategies.
- Benchmarked database performance with test datasets, delivering insights to improve data retrieval under high-demand scenarios.

Patient Risk Analysis and Predictive Insights Platform

- Developed predictive models using Scikit-learn to assess patient readmission risks, enabling proactive healthcare interventions.
- Created interactive dashboards in Tableau/Power BI to visualize patient health trends, improving operational decision-making.

EDUCATION

UNIVERSITY OF COLORADO DENVER, Denver, CO

Jan 2023 – Dec 2024

Master of Science, Computer Science

GITAM UNIVERSITY, Visakhapatnam, India

Jun 2017 – May 2021

Bachelor of Science, Computer Science