Harshitha Marasu

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SUMMARY

Data & Business Analyst with 3+ years of experience in gathering requirements, designing data workflows, and delivering actionable insights through interactive dashboards and advanced analytics. Skilled in SQL, Python, Tableau, Power BI, and ETL development to process multi-source data, automate reporting, and improve decision-making efficiency. Proven track record in translating business objectives into technical solutions, streamlining operational processes, and enhancing data accuracy. Adept at statistical modeling, hypothesis testing, and KPI definition to support strategic initiatives and predictive analysis. Experienced in Agile methodologies, backlog prioritization, UAT facilitation, and API validation to ensure high-quality deliverables. Recognized for reducing manual efforts, optimizing workflows, and enabling measurable business growth through data-driven solutions.

SKILLS

Methodologies: Scrum, Kanban, Risk Management, Stakeholder Management
Languages: Python, R, SQL, SAS
Documentation Tools: Business Requirements Document (BRD), Functional Requirements Document (FRD), Software Requirements Specification (SRS), Use Cases, Process Flow Diagrams, Product Requirement Documents (PRD), User Stories
Packages: NumPy, Pandas, Matplotlib, SciPy, Seaborn, Ggplot2
Visualization Tools: Tableau, Power BI, Microsoft Excel, QlikView, Google Analytics
Cloud Platforms: AWS, Google Cloud Platform (GCP), Azure
Big Data Technologies: Hadoop, Hive, Apache Spark, Databricks
ETL Tools: Informatica, Talend, Alteryx
Database: MySQL, SQL Server, MongoDB, Snowflake
Analysis Skills: Cost/Benefit Analysis, Impact Analysis, GAP Analysis, Risk Analysis, SWOT Analysis, Market Analysis
Project Management: JIRA, Trello, MS Project, Budgeting, Timeline Management, Cross-functional Collaboration
Other Skills: Data Cleaning, Data Wrangling, Critical Thinking, Problem-Solving, Communication, Presentation

EDUCATION

Master of Science in Computer Science   **May 2025**
University of South Florida

Bachelor of Technology in Computer Science and Engineering   **May 2023**
Jawaharlal Nehru Technological University

EXPERIENCE

PNC Financial Services, FL | Nov 2024 - Current | Data Analyst

- Developed SQL-based ETL workflows to process and integrate multi-source financial data, improving loan risk assessment accuracy by 15% and reducing manual processing time.
- Designed interactive Tableau dashboards to visualize customer credit risk scores, delinquency trends, and loan performance KPIs for real-time decision-making by credit analysts.
- Performed statistical modeling and hypothesis testing using Python (Pandas, SciPy) to identify early indicators of loan default, enabling proactive risk mitigation strategies.
- Collaborated with compliance teams to ensure all data handling processes adhered to FFIEC and Basel III regulatory standards, enhancing audit readiness.
- Automated monthly performance reporting using Python scripts, cutting reporting turnaround time from 3 days to 6 hours.
- Partnered with business stakeholders to define KPIs for fraud detection models, integrating results into banking operations dashboards to improve anomaly detection by 20%.

Orion Technolab, India | Jan 2021 – Jun 2023 | Business Analyst

- Led requirements gathering sessions with e-commerce clients to identify CRM integration needs, translating business goals into functional and technical specifications.
- Designed process workflows and data mappings in Microsoft Visio for CRM and payment gateway integration, reducing checkout errors by 18%.
- Conducted market and competitor analysis to identify UI/UX gaps in client e-commerce portals, proposing enhancements that increased conversion rates by 12%.
- Managed Agile product backlogs in JIRA, prioritizing features based on ROI and aligning delivery schedules with client release cycles.
- Validated APIs using Postman to ensure seamless synchronization between CRM, ERP, and inventory management systems, improving order fulfillment accuracy.
- Developed Power BI dashboards to track sales performance, inventory turnover, and customer lifetime value, enabling data-driven marketing strategies.
- Facilitated UAT (User Acceptance Testing) sessions with stakeholders, ensuring defect resolution before deployment and reducing post-go-live issues by 30%.

PROJECTS

Unraveling Intelligent Diabetes Insights | Python, Scikit-learn, Matplotlib, Seaborn, Streamlit, PyCharm

- Built ML-driven dashboards and predictive models that enhanced patient readmission risk prediction by 15% and boosted healthcare decision-making efficiency by 40%.

Customer Sentiment Analysis for Business Insights | NLP, Scikit-learn, A/B Testing, BI Tools

- Created sentiment classification models and ran A/B testing to increase engagement by 25% and inform product and marketing strategies using NLP techniques.

Sales Performance and Demand Forecasting | SQL, Python, Power BI, Tableau, Predictive Analytics

- Developed forecasting and pricing models, reducing overstock by 20% and increasing customer conversion by 15% through interactive BI dashboards and predictive insights.