

Hasritha Polamarasetti Data Analyst

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Summary

A skilled data analyst with over 4+ years of experience in advanced data extraction, transformation, and optimization using SQL and cloud platforms. Proficient in programming with Python, data modeling, and predictive analytics including regression and clustering techniques. Experienced in building interactive dashboards and visualizations to support strategic decision-making. Adept at managing end-to-end ETL pipelines, ensuring data quality, and automating workflows. Strong collaborator in Agile environments, with solid business acumen for KPI development, stakeholder engagement, and driving data-driven insights to improve operational and financial outcomes.

Technical skills

- **Data Extraction & Management:** SQL (window functions, CTEs, joins, subqueries, stored procedures, query optimization), AWS S3, AWS Glue, AWS Athena, Parquet data handling, Snowflake, Redshift, BigQuery, Synapse
- **Programming & Scripting:** Python (Pandas, Scikit-learn), Excel VBA, Git, Jenkins, Docker basics
- **Data Analytics & Modeling:** Cohort Analysis, RFM Segmentation, Logistic Regression, ML model development and validation, Hypothesis testing, A/B testing, regression, clustering, ANOVA, Forecasting, scenario modelling, revenue optimization
- **Natural Language Processing:** Hugging Face Transformers (pre-trained NLP models)
- **Data Visualization & Reporting:** Power BI (DAX, interactive dashboards), Tableau, Looker, SQL Reporting, Excel, Python-based visualizations, Executive dashboards, presentations, compelling narratives
- **Workflow Automation & BPM Tools:** Pega BPM, ServiceNow APIs
- **Methodologies & Practices:** Agile sprint cycles, ETL pipeline design, data validation, Root Cause Analysis (RCA), feature engineering, predictive analytics
- **Data Engineering:** Apache Airflow, dbt, Luigi, Spark, Hadoop, distributed computing, REST APIs, JSON/CSV ingestion, batch vs streaming pipelines
- **Data Governance:** Data quality frameworks, data documentation, metadata management
- **Business & Collaboration Skills:** KPI development, stakeholder management, requirements gathering, financial modelling, mentorship, product/operations/marketing partnerships

Professional Experience

Data Analyst, TD Bank

10/2024 – Present | Remote, USA

- Collaborated cross-functionally with marketing, finance, and IT teams during Agile sprint cycles and comprehensive requirements gathering sessions, driving a 20% increase in cardholder engagement through data-driven credit card transaction and reward redemption analyses over a 10-month period.
- Extracted, transformed, and optimized large-scale transactional datasets stored in AWS S3 using advanced SQL techniques including window functions, CTEs, joins, subqueries, and query optimization to enhance query performance by 30%. Managed and orchestrated scalable ETL pipelines via AWS Glue and AWS Athena, processing Parquet-formatted data that accounted for 95%+ of monthly transaction volume, ensuring data reliability and consistency.
- Conducted granular cohort analysis and RFM segmentation to identify high-value customer segments based on spending patterns and reward utilization, increasing campaign targeting precision by over 25% and boosting marketing ROI.
- Developed and validated logistic regression models using Python (Scikit-learn) to predict cardholder reward redemption propensity, enabling personalized campaign strategies that led to a 15% uplift in redemption rates. Employed robust feature engineering and model validation techniques to enhance predictive accuracy.
- Leveraged NLP techniques using Hugging Face Transformers (pre-trained models) to perform sentiment analysis and extract actionable insights from customer feedback, supporting the Customer Experience team in prioritizing reward program improvements. Implemented comprehensive data validation and quality checks to maintain 99.9% data accuracy.
- Designed and deployed dynamic Power BI dashboards with advanced DAX, drill-down filters, and KPI scorecards to visualize retention lift, reward ROI, and key business metrics, enabling real-time, data-driven decisions for senior stakeholders.
- Supported end-to-end data workflows by integrating Git for version control and automating deployments using Jenkins, fostering efficient collaboration and continuous integration.
- Applied root cause analysis (RCA) to identify data discrepancies and performance bottlenecks within ETL processes, improving pipeline reliability and data governance adherence.
- Participated in ongoing Agile ceremonies, sprint planning, and retrospectives to iteratively refine data solutions and align with evolving business objectives.

Associate Data Analyst, Infosys Limited

01/2020 – 07/2023 | Hyderabad, India

- Collaborated with finance, project management, and operations teams in Agile sprint cycles to collect, consolidate, and validate complex financial datasets (project budgets, expenses, revenues), leading requirement gathering workshops to define KPIs, profitability metrics, and data governance standards, driving alignment across stakeholders and improving reporting accuracy by 20%.
- Extracted, transformed, and optimized large-scale datasets from SQL Server and Azure Data Lake using advanced SQL techniques (CTEs, window functions, stored procedures) and orchestrated ETL pipelines with Azure Data Factory, ensuring efficient batch data ingestion and seamless integration of ERP and project management system data, reducing data latency by 30%.
- Conducted comprehensive variance analysis through statistical hypothesis testing and regression techniques to compare actual vs. forecasted financials, identifying cost overruns and resource underutilization, which enhanced budget forecasting accuracy by 15% and supported proactive financial planning.
- Developed automated Python scripts using Pandas, NumPy, and Scikit-learn for data cleaning, transformation, exploratory analysis, and feature engineering, uncovering financial trends and anomalies, boosting data processing efficiency by 25%.
- Utilized R programming and time series modeling (ARIMA) to forecast project expenses and predict future budget trends, enabling data-driven scenario modeling and revenue optimization strategies that decreased unexpected cost overruns by 12%.
- Implemented robust data validation and quality frameworks in Azure Data Factory pipelines using automated checks and anomaly detection, resolving 98% of data discrepancies pre-analysis and ensuring high data integrity for financial decisions.
- Designed and deployed interactive, executive-level dashboards using Tableau with advanced calculations (LOD) and dynamic filters for detailed project profitability insights by department and timeline, accelerating stakeholder decision-making speed by 30%.
- Maintained version control and continuous integration pipelines using Git and Jenkins to streamline deployment of analytics scripts and dashboards, supporting a culture of reproducibility and collaboration.
- Supported data governance initiatives by documenting metadata, establishing data quality standards, and enforcing data stewardship practices across finance and project teams.

Education

Master of Science in Advanced Data Analytics University of North Texas, Texas, USA	08/2023 – 05/2025
Bachelor of Technology Computer and Electronic Engineering Jawaharlal Nehru Technological University, Andhra Pradesh, India	07/2016 – 10/2020