Hemanthkumar Gottigehalli Nanjappa

United States | hemanthkumargn99@gmail.com |+1 (551) 229-8815 | Tableau | LinkedIn | GitHub

SUMMARY

Data Analyst with 5+ years of experience leveraging data to optimize digital strategies, website performance, and user engagement. Skilled in analyzing complex datasets, identifying actionable insights, and driving data-informed decision-making through SQL, Python, and Excel. Proven track record in performance reporting, conversion rate optimization, and KPI development. Experienced in A/B testing, statistical significance analysis, and traffic trend diagnostics to uncover patterns and improve outcomes. Proficient in Tableau and Power BI for building interactive dashboards that translate data into strategic recommendations. Adept at collaborating with product, data science, and engineering teams to enhance data quality, streamline workflows, and deliver measurable business impact in cross-functional environments.

SKILLS

Programming Languages: SQL Server, Python, R, MySQL.

Data Extraction & Analysis Tools: MS SQL Server, MySQL, Excel (Advanced, VBA, Macros), Postgres, Snowflake, AWS Redshift, Jupyter Notebook, R Studio, Google Analytics, Google Sheets.

Analytics & Modeling: Predictive Modeling, Cohort Analysis, Multivariate Analysis, Regression, ETL, Decision Trees, A/B Testing, ERP, User Behavior Analysis, Forecasting, Website Performance Analysis.

Data Visualization & Reporting: Tableau, Power BI, Data Visualization Techniques, Dashboard Optimization.

ETL & Data Pipelines: Glue, Lambda, Data Aggregation, Data Warehousing, Data Flow Optimization, AWS S3.

Core Competencies & Tools: Jira, Confluence, Git, Agile, Data Governance, Business Intelligence, KPI Development, Dashboard Development, Data-driven decision support, Stakeholder Engagement, Trend analysis, Cross-Functional Collaboration, Performance Optimization, Problem Solving, Strategic Recommendations, Communication of Analytical Insights, Goal-Oriented Strategy, Workflow Optimization.

PROFESSIONAL EXPERIENCE

KeelWorks Foundation – Oak Harbor, WA, USA

Data Analyst   **Jan 2025 - Present**

- Automated **data collection** and **cleaning**, reducing **reporting time** by 40% using **SQL** and **Python**.
- Analyzed **email marketing performance** and optimized strategies through **A/B testing**.
- Performed **donor segmentation** using **K-Means clustering** and **RFM analysis** to improve **engagement**.

Joules to Watts Business Solution Pvt Ltd (Client: Hewlett-Packard) – Bangalore, India

Business Integration Analyst   **Oct 2021 - Aug 2023**

- Extracted and analyzed **customer feedback data** using **SQL Server** and **Python**, reducing processing time by 30% and improving **data accuracy**.
- Developed **Key Performance Indicators (KPIs)** and **visualizations**, launching an advanced **analytics dashboard** on **Tableau Server** for real-time **performance monitoring**.
- Provided **actionable insights** to **Data Science teams**, boosting **customer satisfaction** through optimized service recommendations.
- Optimized **SQL queries**, reducing **query execution time** by 40% and significantly enhancing **system performance**.
- **Led a team** of three in **data analytics and insights**.

Lipika Technologies – Bangalore, India

Data Analyst   **Sep 2020 - Sep 2021**

- Developed complex **SQL queries** in **Snowflake** to analyze the effectiveness of **product marketing campaigns**.
- Performed **time series analysis** to identify trends around the campaign period and created **KPIs** that showed a 2.3% increase in sales, boosting **customer retention** and revenue.
- Created interactive **Tableau dashboards** for monitoring **sales trends** monthly, quarterly, and annually for executive review.
- Used **SQL** to analyze **customer churn**, which dropped from 23% to 19% after collaboration with **data science teams**.
- Forecasted and planned **seasonal product promotions** to optimize the **supply-to-demand ratio**, utilizing **NumPy** for **statistical analysis** in **Jupyter**.

Accenture – Bangalore, India

Application Development Associate   **Jan 2018 - Aug 2020**

- Managed **stakeholder communication** and developed **project documentation**, reducing misalignment issues by 30%.
- Led **end-to-end delivery** of 6+ projects by collaborating with **cross-functional** and **SAP ECC teams**.
- Performed **functional and integration testing** and resolved issues during **User Acceptance Testing (UAT)** and **performance evaluations**, enhancing **system efficiency** by 80%.
- **Created and managed user stories with acceptance criteria** to ensure clear communication of project requirements to development teams.

PROJECTS

Lung Cancer Prediction using Regression (*R scripts*)

- Conducted **Logistic Regression** and **EFA** to predict lung cancer risk with **95% accuracy**.
- Cleaned and standardized data to ensure reliability and consistency for analysis.
- Developed predictive models and KPIs for actionable insights on cancer risk factors.

NYPD Analysis (*Python, Tableau*)

- Used Python and Tableau for cleaning and visualizing NYC crime data.
- Identified crime patterns and presented insights through interactive dashboards.
- Performed **ad-hoc analyses** to explore specific crime types and regional trends.

EDUCATION

Master of Science, Information Technology & Analytics
Rutgers State University of New Jersey, USA

Bachelor of Engineering, Electronics Communication & Engineering
Visvesvaraya Technological University, India