

INDRASENA REDDY BADDAM

Data Analyst

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EXPERIENCE:

Data Science Intern - Bepec Solutions | September 2023 – Present

- Improved customer satisfaction by 20% through the analysis of feedback and implementation of data-driven solutions.
- Transformed complex data into actionable insights using Power BI & Excel, driving improved business outcomes through streamlined processes and data-driven decisions.
- Utilised Python (NumPy & Pandas) for data analysis & complex SQL queries for data extraction, ensuring data accuracy and usability.
- Created engaging Power BI dashboards from scratch, integrating data visualisation, cleaning & modelling, to effectively communicate insights.

Systems Engineer - Infosys Limited | December 2021 - September 2023

- Developed e-commerce application service layer with Java, Spring Boot & MySQL DBMS.
- Reporting/Presenting comprehensive data on ongoing team operations using bi-weekly Excel reports to higher management for review.
- Achieved 20 hours/week time savings for teammates by developing a custom ServiceNow dashboard, streamlining ticket view and resolution time.

PROJECTS:

Provide Insights to the Product Strategy Team in the Banking Domain:

- Pinpointed key demographics (25-45, 64% male, 54% IT) and spending habits (bills, groceries, electronics) for laser-focused campaigns, boosting ROI.
- Uncovered 40% usage, fuelling targeted marketing ROI with broad rewards/bundles and personalised health/wellness and travel offers.
- Introduced "income utilisation %" metric to forecast credit card adoption helping in strategic decisions.
- Analysed top spending categories and recommended growth strategies – customised rewards/services.

Provide Insights to the Marketing Team in Food & Beverage Industry:

- Unveiled CodeX brand blind spot by pinpointing low positive brand perception of (22.35%), guiding rep-building strategies.
- Decoded purchase drivers (reputation, taste, availability) for tailored product development and marketing.
- Identified availability (22% barrier) and flavour gaps (avg. 3.3 rating) as key areas for improvement.
- Uncovered consumer price expectations (50-150) and recommended combo/bulk offers for sales boost.

SKILLS:

Computer Languages: Python | SQL

Libraries: Pandas | NumPy

Tools: Excel | Power BI | Git/GitHub

EDUCATION:

Bachelor of Technology | St. Martin's Engineering College, Hyderabad | June 2017 - September 2021.