

# INDRASENA REDDY BADDAM

## Data Analyst

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## EXPERIENCE:

### Data Science Intern - Bepec Solutions | November 2023 – Present

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

### Systems Engineer - Infosys Limited | December 2021 - September 2023

- Achieved **20 hours/week (10%)** daily work time savings for teammates by developing a custom ServiceNow dashboard, streamlining ticket view and resolution time.
- Monitored **10+** different **ServiceNow queues** and resolved related tickets meeting **SLA** standards.
- Developed **e-commerce** application service layer with **Java, Spring Boot & MySQL DBMS**.
- Presented comprehensive data on ongoing team operations using **bi-weekly** Excel reports to higher management for review.

## PROJECTS:

### Provide Insights To The Product Strategy Team In The Banking Domain: [\[Live Dashboard\]](#)

**Tech stack:** Power BI | Excel | Python.

- Pinpointed key **demographics (25-45 age, 64% male, 54% IT)** for crafting personalised benefits in credit cards.
- Revealed spending habits (bills, groceries, electronics) for laser-focused campaigns, boosting ROI.
- Uncovered **40%** credit card usage, fuelling targeted marketing **ROI** with broad rewards/bundles 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: [\[Live Dashboard\]](#)

**Tech Stack:** Power BI | Excel | Python | NumPy | Pandas.

- Unveiled CodeX brand **blind spot** by identifying **low positive** brand perception of **22.35%**, necessitates immediate reputation rebuilding 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 **Rs.(50-150)** and recommended combo/bulk offers for **sales boost**.

## SKILLS:

Computer Languages: **Python** | **SQL**

Libraries: **Pandas** | **NumPy**

Tools: **Excel** | **Power BI** | **MySQL** | **Git/GitHub**

## EDUCATION:

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