

A I JAYASIMHA REDDY

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Professional Summary

Motivated MBA graduate and Data Analyst with interdisciplinary expertise in statistics, mathematics, business administration, and domain knowledge to transform data into actionable insights. Proficient in Python, SQL, Power BI, and Tableau, Git & GitHub with hands-on experience in building data pipelines and dashboards to enhance operational efficiency. Skilled in data visualization, problem-solving, informed decisions and clearly communicating complex findings to both technical and non-technical stakeholders. Committed to driving organizational success through continuous learning, strategic implementation, and data-driven decision-making.

Core Competencies

Technical Proficiency

- Programming & Analytics: Python-Pandas, Numpy, Matplotlib, Seaborn
- Database Management: SQL-joins, Subqueries, CTEs, Window Functions, Triggers, Indexes
- Data & BI Tools: Power BI, Tableau, Qlik Sense, Alteryx
- Spreadsheet Analytics: Advanced Excel-Pivot Tables, VLOOKUP, Macros, Data Validation
- Version Control: Git & GitHub
- Other Tools: Jupyter Notebook, Google Sheets, VS Code, HTML/CSS

Analytics & Business Intelligence

- Statistical Concepts: Descriptive Statistics, Hypothesis Testing, Regression Analysis
- Data Management & Integration
- E-Commerce sales & Churn Rate Analysis
- Insight Generation & Storyboarding
- Communication & Cross-Functional Collaboration
- Critical thinking and problem-solving

Internships & Experience

Tata Data Visualisation: Empowering Business with Effective Insights on Forage

May 2024

- Developed data visualizations for Tata Consultancy Services by simulating a business scenario, defining business objectives, and communicating insights, which significantly improved decision-making efficiency.
- Segmented over 10,000 customers and analyzed purchasing behaviour based on FMCG goods across 5+ countries to identify sales patterns, leading to a significant improvement in targeted marketing strategies through market basket analysis.
- Utilized tools like SQL, Python, ETL, EDA analysis, DAX formulas, Power Query Editor, data modelling, and created 10+ dashboards and visuals. Also, prepared 4+ key questions for meetings with stakeholders to ensure data-driven decision-making.

Agile Capital Services

April 2022-June 2022

Marketing & Financial Strategies

- Developed and maintained a client database that tracked interactions and financial performance, leading to
- Improved response times and service delivery, utilized by the team members for enhanced efficiency.
- Building networks with prospective clients and business partners to enhance the business opportunities.

Projects

Consumer Behavior Strategies

- Evaluated the effectiveness of sponsorship initiatives within Coca-Cola's marketing campaigns; findings highlighted three primary factors contributing to increased brand visibility and customer engagement in targeted demographics.

Design & Development of Smart Dustbin by IIOT

- The objective of the project is to maintenance of waste management and safety mechanisms for every class of society.

Education

Post-Graduation: MBA

REVA University, Bengaluru

November-2022

Graduation: B.E (Mechanical Engineering)

New Horizon College of Engineering, Bengaluru

May-2019

Licenses, Certifications & Portfolio: [GitHub](#)