A I JAYASIMHA REDDY

Data Analyst | Python |SQL | Power BI Developer | MBA
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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, 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.

Skills

Languages: Python, SQL

Technologies & Tools:

NumPy, Pandas, scikit-learn, Matplotlib, seaborn, statsmodels, Auto-EDA, Sweetviz, Autoviz, D-Tale, Power BI, Tableau, Jupyter, PostgreSQL, MYSQL, DAX, Power Query Editor, Excel, MS Office, VBA, Power Pivot, Looker Studio, and ETL.

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, *New Delhi*   **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.

BEML (Technical Trainee), *KGF*   **July 2018**

- As a technical trainee at BEML involved hands-on experience in various technical skills, industry knowledge in engineering and manufacturing of earth mover vehicles, hydraulic, Power Line Division, and R & D.

Licenses & Certifications

Data Analytics Certification – 360DigiTMG *Bangalore*

- Credential ID 360DTMGIN18252
- Earning this data analytics certification program provides comprehensive training in analyzing data to drive insights and make informed business decision.
- Link to Certificate: [Certificate](#)

Data Visualization: Empowering Business with Effective Insights-Forage, *Job Simulation*

- Credential ID JA5TiWgbXbXmYAiJB
- Link to Certificate: [Certificate](#)

Spoken Languages

- English (fluent), Hindi, Kannada, Telugu

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, *Bangalore*   **November 2022**
Graduation: B.E (Mechanical Engineering)
New Horizon College of Engineering, *Bangalore*
May 2019