

Jayasree Muchamari

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SUMMARY

Business Analytics Graduate | Data & Business Analyst | CRM Insights Learner

Master's student in Business Analytics with hands-on experience in data analysis, dashboarding, and applied machine learning. Skilled in Python, SQL, Tableau, and Power BI. Currently expanding Salesforce CRM and reporting skills to support customer, sales, and operations insights.

EDUCATION

Master of Science: Business Analytics

Expected Graduation: 12/2025

California State University East Bay – CA, USA.

GPA: 3.87

Relevant Coursework: Data Analytics, Machine Learning, Text Mining and Generative AI, Database Management Systems, Data Warehousing and Data Mining, Quantitative Analytics, Optimization for Analytics, Bigdata.

Bachelor of Technology: Computer Science & Engineering.

Graduation: 04/2019

Madanapalle Institute of Technology & Science - India.

GPA: 3.70

Relevant Coursework: Data Structures and Algorithms, Object-Oriented Programming, Database Management Systems, Operating Systems, Web Programming, Data Warehousing and Data Mining, Machine Learning

SKILLS

Programming & Scripting: Python (Pandas, NumPy, Matplotlib, Scikit-learn), SQL

Data Analysis & Visualization: Excel, Power BI, Tableau, Exploratory Data Analysis (EDA), Data Cleaning & Wrangling

Databases: MySQL, SQL Server, MongoDB

Machine Learning: Classification, Regression, Clustering, NLP, Model Evaluation

CRM & Business Tools: Salesforce CRM (Admin basics), Reports & Dashboards (Trailhead)

Workflow & Collaboration: Jupyter Notebook, GitHub, Jira, Agile/Scrum.

WORK EXPERIENCE

Terralogic Software Solutions Pvt. Ltd. | Data Analyst Intern.

01/2019 - 04/2019

- Built a web-based dashboard to track 100+ projects and 5,000+ employee profiles, driving visibility into resource allocation.
- Uncovered skillset gaps via EDA on workforce and HR data, contributing to targeted upskilling programs.
- Delivered insights that reduced operational costs by 20% and improved resource planning efficiency by 25%.
- Designed dynamic reports and visualizations using SQL and Tableau to monitor staffing and identify project risk early.

Salvin Info systems. – India. | Data Analyst intern.

06/2018 - 12/2018

- Analyzed learner engagement data to improve course performance on a digital education platform.
- Built interactive dashboards using Excel, Power BI, and Tableau to share insights with business stakeholders.
- Conducted cohort analysis to evaluate training effectiveness and optimize curriculum strategy.
- Automated weekly reporting using Python and SQL, cutting manual effort by 20%.
- Ran A/B tests to assess the impact of UI changes and new features on user retention.
- Presented data-driven recommendations to improve user experience and learning outcomes.

PROJECTS

Smart Farming AgTech Crop Recommendation System (Datathon (Hackathon) Project) | Python, SQL, ML, Tableau

- Built a Random Forest model (75.9% accuracy) to recommend crops based on environmental factors (soil, pH, salinity, temperature).
- Cleaned and consolidated multi-source datasets (FAO, Google, ChatGPT), resolving 189+ missing fields using SQL.
- Created a user-facing Tableau dashboard to generate personalized crop suggestions, supporting sustainable agriculture initiatives.

Mental Health Assistant | Python, NLP

- Developed a supervised learning model to classify user input into mental health categories with 78% accuracy.
- Applied NLP techniques: text preprocessing, tokenization, TF-IDF vectorization to improve model performance.
- Analyzed linguistic patterns and sentiment using NLTK to drive predictions and enhance text classification insights.

CRM Sales Pipeline Insights Dashboard (Simulated Project) | Salesforce Reports, Tableau, Excel

- Analyzed simulated Salesforce CRM data to visualize sales pipeline stages, lead conversion rates, and account engagement trends.
- Created a dynamic Tableau dashboard to track opportunities by region, deal size, and sales rep performance.
- Identified bottlenecks in the sales funnel and provided data-driven recommendations to improve win rates and forecasting accuracy.