

Leela Krishna Koppolu

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PROFILE SUMMARY

Data Analyst with 4+ years of experience building data cleaning and preprocessing pipelines, automating data workflows, and developing **interactive Power BI dashboards** to drive business decisions. Strong in **SQL, Python, data quality frameworks, and large-scale data analysis**, with proven ability to translate complex data into actionable insights through close collaboration with business stakeholders.

TECHNICAL SKILLS

- Data Cleaning & Preprocessing
- Data Quality & Validation
- Data Automation Pipelines
- Business Process Automation
- Data Analysis & Trend Identification
- SQL Query Optimization
- Python Automation (Pandas, NumPy)
- Power BI (Interactive Dashboards)
- Apache Airflow (Workflow Automation)
- Docker (Containerization)
- Linux (Command Line, Cron, Bash)
- Git (Version Control)

PROFESSIONAL EXPERIENCE

Woopra – Remote / USA

Data Analyst | Dec 2024 – Present

- Built and maintained **data cleaning and preprocessing pipelines** using Python and SQL to ensure accurate, reliable datasets for product and customer analytics.
- Developed **interactive Power BI dashboards** to track KPIs such as user journeys, retention, conversion funnels, and revenue impact.
- Analyzed large-scale behavioral and event-level datasets to identify trends, drop-offs, and growth opportunities across customer touchpoints.
- Automated recurring analytics workflows and reporting processes, improving operational efficiency and reducing manual analysis effort.
- Partnered with product, marketing, and customer success teams to translate business questions into **actionable data insights**.
- Conducted **ad-hoc analysis, cohort analysis, and statistical evaluations** to support product optimization and strategic decision-making.

Amazon – India

Data Analyst | Jul 2019 – Dec 2022

- Analyzed large-scale operational and transactional datasets using **SQL and Python** to identify trends, performance gaps, and business opportunities.
- Built and maintained **data cleaning, validation, and transformation workflows**, ensuring high-quality datasets for reporting and analytics use cases.

- Developed **Power BI dashboards** to monitor KPIs related to operations, customer behavior, and revenue performance.
- Automated recurring data analysis and reporting processes, reducing manual effort and improving reporting accuracy and timeliness.
- Partnered with cross-functional teams (product, operations, and business stakeholders) to translate data requirements into actionable insights.
- Supported data-driven decision-making through **ad-hoc analysis, trend identification, and root-cause investigations**.

EDUCATION

University of Texas at Arlington

Jan 2023 - Dec 2024

Master's, computer science

ACADEMIC PROJECTS – RETAIL DATA ANALYTICS

Retail Sales & Customer Behavior Analytics (Master's Project)

- Analyzed large-scale **retail sales and customer transaction datasets** using **SQL and Python** to identify purchasing patterns, seasonality, and revenue trends.
- Built **data cleaning and preprocessing pipelines** to handle missing values, outliers, and inconsistent product and customer records, ensuring high data quality.
- Developed **Power BI dashboards** to visualize KPIs such as total sales, average order value, customer retention, and product performance.
- Conducted **trend analysis and cohort analysis** to understand customer behavior and support data-driven business recommendations.
- Presented insights to stakeholders with clear, actionable recommendations for improving sales performance and customer engagement.

Retail Demand Forecasting & Performance Analysis

- Performed **statistical analysis** on historical retail sales data to identify demand patterns and high-performing product categories.
- Automated recurring data analysis and reporting workflows using **Python**, reducing manual effort and improving reporting efficiency.
- Created interactive visualizations to monitor store-level and category-level performance, enabling faster decision-making.
- Applied data-driven insights to recommend inventory optimization and promotional strategies.