KUMMARA SUKANYA

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CAREER SUMMARY

Data Analyst with **1.2 year of hands-on experience** in data analytics, reporting, and business analysis using **Power BI, Python, SQL, and Excel**. Experienced in building KPI dashboards, analyzing large datasets, performing cohort and trend analysis, and translating insights into actionable business recommendations. Strong exposure to stakeholder reporting, performance measurement, and data quality standards.

PROFESSIONAL EXPERIENCE

Netscribes Data & Insights Pvt. Ltd.   Dec 2024 – Present

Associate Analyst (Flipkart Onsite)

- Performed **data analytics, reporting, and business analysis** using **Power BI and Python** to support management and operational reporting.
- Analyzed structured and semi-structured datasets to identify trends, patterns, and insights aligned with business objectives.
- Built and maintained **interactive Power BI dashboards** for **KPI tracking, performance analysis, and executive reporting**.
- Conducted **cohort analysis and trend analysis** to evaluate customer behaviour and business performance over time.
- Supported **process improvement and automation initiatives**, helping identify efficiency opportunities within business operations.
- Collaborated with **Operations, Marketing, Product, Finance, and Technology teams** to understand requirements and deliver data-driven insights.
- Assisted in **stakeholder communication**, presenting analytical findings in a clear and structured manner.
- Contributed to a **16% improvement in customer retention** through behavioural analysis and targeted insights.
- Supported optimization efforts that improved **business and product performance by 12%** through continuous KPI monitoring.
- Contributed to digital performance improvements, including **20% increase in CTR** and **25% growth in organic traffic**, through data-led analysis.
- Conducted **customer sentiment and behavioural analysis** to support strategy, planning, and roadmap discussions.
- Extracted, cleaned, and validated data from enterprise platforms such as **Hive, BigQuery, and Spark** to ensure reporting accuracy.
- Followed **data quality, compliance, and reporting standards** to maintain reliable and transparent analytics outputs.
- Demonstrated a **continuous learning mindset**, quickly adapting to new tools, datasets, and business challenges.

SKILL SET

- **Data Analytics & Visualization**

  Power BI, Tableau, Advanced Excel, Google Sheets, KPI Dashboards, Data Visualization

- **Programming**

  Python (Pandas, NumPy, Matplotlib, Seaborn), SQL (Joins, Subqueries, CTEs)

- **Data**

  Hive, BigQuery, Spark, MySQL

- **Analytics**

  Cohort Analysis, Trend Analysis, Performance Measurement, Customer Behaviour Analysis

- **Other**

  Data Cleaning, Data Validation, Reporting Automation, Stakeholder Reporting

PROJECTS

- **Precision Sales Tracking | SQL, MySQL**

  Designed a relational database with 5 tables to support sales and inventory analysis.
  Automated reporting using stored procedures, reducing manual effort by **50%**.
  Improved query performance by **40%** through indexing and optimization.

- **Car Mileage Prediction | Python, Machine Learning**

  Built a linear regression model with $R^2 = 0.71$, identifying horsepower and weight as key predictors.
  Improved model accuracy by **15%** using feature engineering and statistical analysis.

EDUCATION

- **Data Analytics Bootcamp – ExcelR** (Sep 2023 – Jun 2024)

  Tools: SQL, Python, Power BI, Excel, Statistics

- **B.Tech – Electrical & Electronics Engineering**

  Sri Krishnadevaraya University, Andhra Pradesh (2019 – 2023)

CERTIFICATIONS

- Data Visualization with Power BI
- Certified Data Analyst