**Harshith Reddy Kodakandla**

Business Analyst

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**SUMMARY**

Data-driven Business Analyst with hands-on experience in financial and strategic analysis, data visualization, and modelling using R, Tableau, SAS, and SQL. Key projects include a detailed stock pitch comparing Walmart and Target, highlighting financial performance, market strategy, and investment opportunities. Known for transforming complex data into actionable insights, with additional work on Citi Bike demand analysis and car price trends. **EXPERIENCE**

**International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), India, Oct '22 — Dec '22 - Internship**

* Analyzed crop improvement data in Excel, using trend visualizations to uncover yield patterns in cereals and legumes, resulting in a 15% productivity increase through optimized seed selection.
* Collaborated with scientists and researchers to gather analytical requirements and align project goals, enabling data-driven improvements in agricultural practices.
* Implemented a structured workflow—ranging from data analysis to impact reporting—using Excel and PowerPoint to drive actionable agricultural insights and documentation.

**Rural Agricultural Work Experience (RAWE) - Internship**

SRI AUROBINDO INSTITUTE OF RURAL DEVELOPMENT, KRISHI VIGYAN KENDRA (KVK), India, Jul '22 — Sep '22

* worked in a rural village for 3 months to document daily agricultural practices, collecting field data and identifying opportunities to improve sustainability.
* Promoted the use of organic pesticides over synthetic alternatives by delivering awareness sessions and field demonstrations, leading to improved adoption of eco-friendly farming methods
* Gained hands-on experience in the full agricultural lifecycle from sowing to harvesting, by directly assisting farmers in the field.
* Prepared and delivered PowerPoint presentations to communicate findings and organic farming benefits to farmers and stakeholders.

**EDUCATION**

Master’s in Business Analytics**,** DePaul University, Chicago (GPA: 3.6/4), Jan '24 — Expected Dec '25

**SKILLS**

**Technical Skills:**

* **Data Analytics:** SQL, R, SAS, Python, Tableau, Power BI, Excel (Solver, Pivot Tables)
* **Data Modelling:** Predictive & Prescriptive Analytics, Statistical Modelling, Neural Networking, Random Forest
* **Data Management:** ETL Processes, Data & Data Governance, Data-Driven Decision making (Data Tags, Survey Reporting)

**Soft Skills:**

* Dashboarding & Business Storytelling, Spreadsheet management
* Stakeholder Requirement Gathering, Agile Project Management & Sprint Planning

**ACADEMIC PROJECTS**

**Citi Bike Analysis**

* Performed descriptive, predictive, and prescriptive analytics on 31,000+ Citi Bike rides in NYC to optimize bike placement, using R for data cleaning and regression modelling.
* Cleaned and prepared Citi Bike data in R, handling missing values, data types, and feature engineering; visualized key trends using GGPLOT2 to support demand forecasting.
* Developed linear regression models to forecast daytime and evening demand at five high-traffic stations, using demographic, economic, and weather features.
* Identified demand patterns and location-specific usage trends through advanced statistical analysis and visualizations in ggplot2.

**Walmart vs. Target Stock Pitch – Retail Investment Analysis**

* Analysed Walmart and Target’s financials and business models for an investment pitch, applying DCF modeling and key metrics (P/E, EPS, ROE) to assess long-term value.
* Contrasted Walmart’s cost-leadership with Target’s premium branding to define investor profiles and position risk-return strategies accordingly.
* Recommended strategic investments in Walmart based on its scalable e-commerce growth, AI-enhanced logistics, and efficient omnichannel execution