MADHAVI KRISHNA POTHAKAMURU

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SUMMARY

Results-driven **Business Analyst** with expertise in **data analytics, process automation, and business intelligence** across **insurance, supply chain, and automotive software domains**. Proficient in **SQL, Power BI, Python, and predictive modelling** to enhance **business strategy, operational efficiency, and data-driven decision-making**. Skilled in **requirement gathering, stakeholder collaboration, and workflow optimization**, delivering insights that drive **cost savings and business growth**

WORK EXPERIENCE

PricewaterhouseCoopers (PwC)
Associate Business Analyst   Jun 2022 – Jul 2023
- **Led requirements engineering** for **ADAS, infotainment, and EV powertrains**, ensuring compliance with automotive standards. **Followed SAFe principles** to enhance collaboration and **reduce requirement gaps by 30%**
- Developed **functional specifications** such as **use cases, user stories, and system architecture diagrams,** reducing requirement gaps **by 30%**
- **Collaborated with cross-functional teams to streamline workflows,** reduce project delivery time by **20%** through **agile methodologies,** and conducted stakeholder workshops to ensure alignment of technical specifications and business objectives, resulting in a **15%** increase in system efficiency
- Managed relationships with **key stakeholders**, including business leaders, engineers, and product managers, to **align technical specifications with business objectives**, ensuring seamless communication and project execution using **JIRA**
- **Designed and optimized complex SQL queries, stored procedures, and indexing strategies** to support **business intelligence and analytics** for **ADAS, infotainment, and EV powertrain systems**, ensuring **efficient data retrieval, transformation, and performance optimization**
- Supported **data-driven decision-making** by identifying anomalies, trends, and optimization opportunities and developed **Python-based reports** and **Power BI dashboards** to visualize **KPI**s.
- **Enhanced decision-making efficiency by 25%** by providing data-driven insights for prioritizing development, optimizing performance, and implementing predictive maintenance.

COGNIZANT TECHNOLOGY SOLUTIONS
Business Analyst Intern   Jun 2021 – May 2022
- **Conducted comprehensive data analysis** including exploratory data analysis, data cleaning, and feature engineering, prepared datasets for modeling, and spearheaded **Robotic Process Automation (RPA)**
- **Conducted ad-hoc reporting and analysis for insurance risk assessment and claims processing**, identifying key trends and anomalies to support data-driven decision-making
- Utilized **Power BI for interactive dashboards** and leveraged **DAX for complex calculations**, including **custom aggregations, time-based analysis, and dynamic measures**, to analyse **underwriting performance, customer segmentation, and claims trends** for P&C Insurance companies. Created **mock UIs** and developed **Functional Design Requirements**.
- **Gathered and documented business requirements,** conducted user interviews and needs assessments, developed user stories and acceptance criteria, and demonstrated strong teamwork and communication skills.
- **Conducted User Acceptance Testing (UAT) and A/B testing** to ensure software quality and optimize user experience, contributing to successful product launches and continuous improvement.

SKILLS

Data Analysis & Visualization: Python, R, Tableau, PowerBI, Advanced Excel (VBA's, Macros, Lookups, Power query), QlikView, Looker Studio, Ad-hoc, Adobe Analytics, Google Analytics
Business Intelligence & Analytics: Data Mining, Statistical Modelling, Marketing Analytics, Web Analytics, ERP, Strategic Analysis
Database Management: SQL (Windows, CTEs), Oracle, Snowflake, Microsoft Access, Robotic Process Automation (RPA), Databricks
Tools & Methodologies: JIRA, Visual Studio, Microsoft Office Suite, Agile, SDLC, Requirement Gathering, Stakeholder Management, MS Project, MS Visio, SAP, HTML, CSS, Project Management, CRM, SharePoint, Scrum, ETL, Process flow mapping

EDUCATION

M.S in Information Systems - Business Analytics | Marist University **| 4.0/4.0**   Aug 2023-May 2025
B. Tech in Information Technology | GRIET, Hyderabad | **3.6/4.0**   June 2018-July 2022

PROJECT EXPERIENCE

Customer Retention & Campaign Analytics   (Python, Machine Learning models)
- Developed **predictive analytics models** to improve **customer segmentation and retention strategies**, reducing churn by **30%** and optimizing **marketing spend by 20%**. Created Power BI dashboards to monitor **campaign effectiveness, customer lifetime value (CLV), and conversion rates**, enhancing marketing decision-making for **increased ROI.**
- Used **predictive modelling techniques** for enabling **personalized targeting strategies** that boosted **customer engagement by 25%**

Automobile Pricing Forecasting Model   **(**Python, Machine Learning models)
- Performed **exploratory data analysis**, data cleaning, and feature engineering on superstore sales dataset with over 40000 records and 183 features. Developed a **predictive model for car price estimation** ($R^2 = 0.94$) using **machine learning**, applying **feature engineering, regression analysis, and data preprocessing** to optimize pricing strategies.