NAVYA MANJUNATHA

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PROFESSIONAL SUMMARY

Data Analyst with 5+ years of experience transforming complex datasets into actionable business insights. Proven track record of building scalable analytics pipelines, automating reporting workflows, and delivering executive-ready dashboards that drive measurable outcomes. Strong ability to translate technical findings into clear narratives for stakeholders across business functions.

PROFESSIONAL EXPERIENCE

Graduate Research Assistant | SEAR Lab – University of Texas at Arlington *Arlington, TX | Aug 2025 – Present*

- Led end-to-end data pipeline development for large-scale systems engineering research collecting, cleaning, and analyzing complex datasets using Python (Pandas, NumPy) and SQL to produce statistically validated findings that directly informed faculty grant proposals and peer-reviewed academic publications.
- Built interactive Power BI dashboards to communicate research findings to faculty, academic committees, and conference audiences converting dense analytical outputs into clear, decision-ready visual narratives.
- Applied regression, classification, and clustering models to identify patterns across research variables, reducing hypothesis validation time by 35% and enabling faster iteration on experimental designs.

Data Analyst | Agency Creative *Arlington, TX | Oct 2025 – Dec 2025*

- Mined and analyzed 100K+ rows of weekly multi-channel marketing data using Python (Pandas) to surface performance trends, channel saturation effects, and cross-channel engagement drivers translating findings into targeted optimization strategies.
- Built and validated a suite of time-series forecasting models (Prophet, ARIMA, XGBoost) to predict Reach, Engagement, and Net-New Users across campaigns, achieving a 27% improvement in KPI forecast accuracy and enabling proactive campaign adjustments.
- Architected automated Power BI reporting pipelines and designed 11 interactive dashboards tracking Reach, Frequency, CTR, and CPM cutting manual report creation time by 45% and delivering real-time visibility to marketing leadership.
- Established standardized KPI definitions and transformed inconsistent raw marketing data into analytics-ready datasets, eliminating cross-team metric conflicts and significantly improving reporting reliability and stakeholder trust.
- Synthesized forecasting outputs and campaign performance insights into concise executive presentations, directly influencing budget allocation decisions and campaign strategy reviews with senior leadership.

Data Analytics Intern | Basey Insurance *Arlington, TX | Aug 2025 – Oct 2025*

- Owned the design and deployment of end-to-end ELT pipelines (SQL, Databricks, Azure Data Factory) to ingest, validate, and transform 50K+ marketing and operational records establishing a reliable data foundation that directly fed executive dashboards and forecasting models.
- Identified and resolved critical data bottlenecks through query optimization and pipeline restructuring, cutting processing runtime by 39% and reducing data latency from 3 hours to under 2 hours for time-sensitive reporting.
- Translated ambiguous business questions from stakeholders into structured data models and analytics-ready datasets, enabling self-serve reporting across marketing and operations teams for the first time.
- Delivered ad-hoc analyses on customer acquisition trends and campaign performance, surfacing actionable insights that informed marketing budget reallocation decisions for the following quarter.

Operations Analytics Supervisor | Compass Group – University of Texas at Arlington *Arlington, TX | Apr 2024 – May 2025*

- Leveraged operational data to optimize staffing, scheduling, and service workflows across a high-volume university dining facility supervising 25+ student staff and translating shift performance data into actionable decisions that improved operational efficiency.
- Analyzed peak demand patterns and footfall trends to forecast staffing needs, reducing overstaffing by ~29% and improving labor cost efficiency without compromising service quality.
- Mapped recurring service bottlenecks using Excel-based root cause tracking and shift performance logs restructuring task assignments and station workflows, reducing average peak-hour service delays by 23% and improving team throughput across high-traffic periods.

Data Analyst | Cognizant *Bengaluru, India | Dec 2020 – Dec 2023*

- Designed and maintained SQL-based benchmarking pipelines to track chatbot and customer agent performance metrics driving measurable improvements in SLA compliance and reducing manual reporting effort by 43% through automated data workflows.
- Built and automated Power BI dashboards to monitor customer experience KPIs including CSAT, escalation rate, and resolution time increasing cross-team visibility and reducing issue time by 13% through near time data access.
- Implemented automated data quality checks and anomaly detection routines across mission-critical analytics datasets, reducing data errors flagged in monthly audits by 31% and ensuring accuracy, completeness, and audit-readiness for regulatory and business reporting.

- Engineered Python-based (Pandas, NumPy) data ingestion workflows with REST API integrations, reducing report turnaround time from 4 hours to under 30 minutes and 79% improvement in insight delivery speed.
- Served as the analytical bridge between data engineering and ML teams independently validating production model outputs, identifying data quality gaps in pipeline inputs, and integrating model insights into reporting dashboards, driving a 12% improvement in recommendation accuracy.

Programmer Analyst Intern | Cognizant *Bengaluru, India | Jan 2020 – May 2020*

- Independently analyzed 50K+ rows of structured operational data using Python (Pandas) and SQL — uncovering performance trends and data anomalies that were directly adopted into team reporting workflows and used to inform process improvement decisions.
- Built and owned 5+ Excel-based KPI dashboards using Pivot Tables, charts, and formulas, cutting manual data compilation time by 30% and enabling business stakeholders to access up-to-date metrics without analyst intervention.
- Standardized and cleaned data across 10+ operational datasets, resolving a ~20% inconsistency rate and significantly improving the accuracy and reliability of downstream analytics and reporting pipelines.
- Delivered weekly performance reports and ad-hoc analyses across 3 business units, translating raw data into clear, actionable summaries that shaped operational decisions at the team and department level.
- Developed a data dictionary documenting transformation logic, KPI definitions, and business rules a resource later adopted as the team standard, reducing new analyst onboarding time by an estimated 25%.

TECHNICAL SKILLS

Programming: Python (Pandas, NumPy, Scikit-learn), SQL (Advanced Joins, Window Functions, CTEs, Subqueries)

Data Visualization: Power BI, Tableau, Excel (Pivot Tables, Macros, VBA)

Analytics & Modeling: A/B Testing, Statistical Analysis, Regression, Classification, Clustering, Forecasting, NLP

Data Engineering & Cloud: Databricks, Azure Data Factory, Apache Spark, Snowflake, AWS (Redshift, S3, Lambda, Glue), ETL/ELT

CERTIFICATIONS

Microsoft Power BI Data Analyst Associate — PL-300

Microsoft Fabric Data Engineer Associate — DP-700

TECHNICAL PROJECTS

Customer Review Sentiment & Topic Analysis | *Python, SQL, Hugging Face Transformers, Scikit-learn, Azure ML*

- Processed and analyzed 50K+ e-commerce customer reviews using Python and SQL; fine-tuned DistilBERT for sentiment classification (91% accuracy) and applied LDA topic modeling to identify emerging pain points and product themes cutting manual QA review time by 60% and surfacing insights that directly informed product and customer experience decisions.
- Deployed the sentiment model via Azure ML endpoints with REST API integration, enabling real-time inference and CRM connectivity giving business teams live access to customer sentiment trends without analyst intervention.

News Summarizer App | *Python, Streamlit, Hugging Face Transformers, News API, ChromaDB*

- Engineered an end-to-end NLP pipeline using Transformer models to extract and summarize insights from live News API feeds reducing content volume by 80% while preserving key context, enabling faster trend identification and topic monitoring for decision-makers.
- Designed an interactive Streamlit analytics dashboard with keyword search, topic filtering, and semantic retrieval powered by ChromaDB enabling users to explore and surface relevant news trends in real time without manual data sifting.

Local GenAI RAG Chatbot | *Mistral 7B, ChromaDB, LangChain, Ollama*

- Built a fully local RAG-powered analytics assistant using Mistral 7B, ChromaDB, and LangChain enabling natural language querying of large document datasets, allowing non-technical stakeholders to extract insights from unstructured data without SQL or coding knowledge.
- Optimized the retrieval pipeline with vector caching, semantic chunking, and query tuning, reducing response latency by 40% and enabling real-time, context-accurate answers demonstrating practical application of AI to accelerate self-serve data exploration.

EDUCATION

Master of Science in Data Science, The University of Texas at Arlington, Arlington, Texas *Dec 2025*

Bachelor of Technology in Computer Science and Engineering, Dayananda Sagar University, Bengaluru, India *May 2025*