

# PAVAN JILLELLA

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Experienced Data Analyst with over 4 years of expertise in data analysis and machine learning, specializing in EDA, time-series forecasting, clustering, regression, and hypothesis testing. Proficient in Python, R, SQL, Tableau, and Power BI, with a strong track record of building predictive models and creating interactive dashboards to support strategic decision-making. Skilled in customer segmentation, KPI analysis, and campaign evaluation, delivering actionable insights to optimize business outcomes.

## TECHNICAL SKILLS

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**Programming Languages and Libraries:** Python, R, SQL, TensorFlow, scikit-learn, Pandas, NumPy

**Data Analysis and Machine Learning:** EDA, ARIMA, Clustering, Time Series Forecasting, Hypothesis Testing, K-means, A/B Testing, Regression (Linear, Logistic), Decision Trees, Random Forests, Gradient Boosting, NLP

**Data Visualization:** Tableau, Power BI

**Databases and Data Management:** MySQL, Snowflake, MongoDB, SQL Server, Oracle Database, NoSQL

**Cloud Platforms and Services:** Google Cloud Platform (GCP), Amazon Web Services (AWS), Azure

## WORK EXPERIENCE

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**MORGAN STANLEY**, New York, NY

Jan 2024 – Present

Data Analyst

- Conducted advanced EDA using SQL, Python, and R, uncovering trends and patterns to support strategic business decisions.
- Designed Tableau and Power BI dashboards, improving reporting efficiency and enabling actionable insights for stakeholders.
- Applied clustering, segmentation, and hypothesis testing to validate hypotheses, uncover patterns, and drive business insights.
- Built ARIMA and time-series forecasting models for proactive planning and informed decision-making in dynamic markets.
- Defined KPIs with stakeholders, designing frameworks to monitor real-time metrics, and supporting data-driven decision-making.
- Performed customer segmentation and market studies, producing analytical reports aligned with business goals and priorities.

**STRYKER**

Mar 2021 – July 2022

Business Analyst

- Collaborated with stakeholders to elicit, analyze, and document business requirements, ensuring alignment with project goals.
- Conducted market analysis, defined product roadmaps, and prioritized features aligned with goals to improve product fit.
- Led user research, analyzed pain points, and provided insights to prioritize features, enhancing usability and engagement.
- Analyzed customer journey data to identify retention drivers, shaping strategies to improve product engagement outcomes.
- Defined KPIs and examined dashboards, providing actionable insights to guide decisions across the product life cycle stages.
- Assessed requirements, supported sprint planning, and ensured Agile delivery of high-value features meeting user needs.
- Authored BRDs and specifications to bridge stakeholders and teams, ensuring alignment with goals and seamless delivery.
- Facilitated cross-functional meetings and workshops, ensuring stakeholder alignment on project objectives and deliverables.
- Generated reports using Power BI, providing insights on operational performance and decision support for stakeholders.
- Performed SWOT analysis for new initiatives, identifying strengths, weaknesses, opportunities, and threats to strategic goals.

**WALMART GLOBAL TECH**

Feb 2019 – Feb 2021

Data Analyst

- Analyzed multi-source datasets via Python, SQL, and Tableau, uncovering actionable insights to guide marketing, sales strategy.
- Built predictive models (regression, clustering, time series) to forecast sales and customer behavior, aligning with business goals.
- Evaluated campaigns via A/B testing, ROI analysis, engagement metrics, and offered recommendations to boost effectiveness.
- Applied K-means for customer segmentation based on demographics, purchasing patterns, and enhancing targeting accuracy.
- Executed competitive and market analysis to assess pricing and positioning, providing insights to refine go-to-market strategies.
- Performed funnel analysis to find bottlenecks, offering data-backed solutions to refine the customer journey and boost conversions.
- Assessed churn risk and retention via cohort and survival analysis, enabling targeted actions to increase loyalty, lifetime value.

## EDUCATION

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**GEORGE MASON UNIVERSITY**

Fairfax, USA

Master's Degree (M.S.) in Data Analytics Engineering, GPA: 3.8/4.0

Aug 2022 – May 2024