SATYA SAI PRANAI BASAVA

DATA ANALYST
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PROFESSIONAL SUMMARY:

Data Analyst with 4+ years of experience in business intelligence, predictive analytics, and data-driven decision support across banking, retail, and financial services. Skilled in data modeling, advanced statistics, and data storytelling to drive actionable insights aligned with business objectives. Proficient in Python (Pandas, NumPy, Scikit-learn), SQL (validation, reporting, optimization), Tableau, Power BI, and advanced Excel (Power Query, Power Pivot, VBA) for analytics, visualization, and automation. Hands-on expertise in ETL processes, data mapping, and data quality audits (SOX, HIPAA, GDPR) with a strong background in financial reporting, KPI development, and risk modeling (VaR, CVaR). Experienced in version control (GitHub, JIRA), business requirements gathering, documentation, and stakeholder communication. Adept at integrating CRM/ERP systems (Salesforce, SAP ERP, Microsoft Dynamics 365), cloud platforms (AWS, GCP, Azure Synapse), and big data tools (Hadoop, Spark) to deliver scalable end-to-end data solutions.

TECHNICAL SKILLS:

- **Programming & Databases:** Python (pandas, NumPy, scikit-learn), R, SQL (MySQL, PostgreSQL, MS SQL Server, Oracle), Excel (Power Query, Power Pivot, VBA)
- **Visualization & BI:** Power BI (DAX, dashboards, KPIs), Tableau (Prep, Storyboards), Looker (LookML), AWS QuickSight, Excel, MS Visio, UML
- **Data Engineering & Big Data:** Spark / PySpark, Databricks, Hadoop (HDFS, Hive), ETL (Informatica, Talend, Alteryx, SSIS)
- **Cloud & Data Warehousing:** AWS (S3, Redshift, Glue, Athena), Snowflake, Azure Synapse, Google Cloud Platform (GCP)
- **Orchestration & Governance:** Airflow, dbt, Data Quality Audits (SOX, HIPAA, GDPR), Collibra (data catalog & governance)
- **Analytics & Modeling:** Financial Modeling (DCF, CCA), Risk Modeling (VaR, CVaR), Predictive Analytics, A/B Testing, Regression, Clustering, Time-Series Forecasting
- **Project Management & Collaboration:** Agile (Scrum, Kanban), Waterfall, JIRA, Confluence, Git, GitHub

EDUCATION:

- **Master of Science in Information Technology** — **Aug 2023 – May 2025**
  Southern New Hampshire University, Manchester, NH — **CGPA:** 3.97/4

PROFESSIONAL EXPERIENCE:

COMPANY: Wells Fargo, USA
ROLE: Data Analyst
DURATION: Jun 2024 - Sep 2025

Role Overview:
Worked as a Data Analyst at Wells Fargo, delivering BUSINESS INTELLIGENCE solutions by designing automated ETL workflows and consolidating large-scale financial datasets using SQL and Python, supporting REGULATORY REPORTING (GDPR, FERPA, SOX). Developed KPI dashboards in Power BI and Tableau aligned with BUSINESS OBJECTIVES to track portfolio performance and credit risk. Applied predictive modeling and DATA STORYTELLING techniques to assess loan default risk and enable proactive risk management. Authored DOCUMENTATION & USER STORIES and collaborated with compliance and investment teams to optimize portfolio strategy.

Responsibilities:

- Designed and implemented ETL workflows and automated data pipelines consolidating financial data from multiple sources using **SQL, Python, and PySpark/Databricks**, reducing manual effort by 40% and improving data quality through **Data Mapping and Collibra-based Data Quality Audits (SOX, HIPAA, GDPR)**.

- Delivered BUSINESS INTELLIGENCE (BI) solutions by collecting, validating, and consolidating large-scale financial datasets using **SQL, Python, and Hadoop (Hive)**, supporting compliance with GDPR, FERPA, and SOX regulations and improving reporting accuracy by 25%.
- Developed KPI dashboards using **Power BI, Tableau, and Looker (LookML models)** to track portfolio performance, credit risk, and operational efficiency, aligned with business objectives.
- Applied Predictive Modeling techniques (logistic regression, decision trees) and **R-based risk simulations (VaR, CVaR)** alongside Python to assess loan default probabilities, increasing early detection of high-risk loans by 20%.
- Partnered with compliance, risk, and investment teams to support Regulatory Reporting frameworks and advanced **Financial Modeling (DCF, CCA)** to optimize portfolio strategy and risk mitigation.
- Conducted **time-series forecasting** of delinquency rates and cash flows in Python and R, reducing financial exposure and supporting proactive risk management.
- Automated recurring financial reporting with **Python, SQL, Alteryx, and Airflow orchestration**, reducing report generation time by 35% and enabling self-service dashboards for stakeholders.
- Authored clear DOCUMENTATION & USER STORIES using **UML diagrams and MS Visio** to define analytic methods and capture business requirements, improving stakeholder communication and traceability.

COMPANY: TCS (Trent Limited), India
ROLE: Business Data Analyst
DURATION: Sep 2020- Aug 2023

Role Overview:

Worked as a Data Analyst for Trent Limited (Retail), Business Data Analyst enabling data-driven decision-making through DATA MODELING, BUSINESS REQUIREMENTS GATHERING, and self-service BI dashboards in Tableau and Power BI. Automated ETL pipelines integrating AWS (S3, Redshift) and on-premises systems, reducing manual effort by 60% and improving data availability. Applied statistical modeling and predictive analytics to identify customer behavior trends, improving marketing ROI by 15%. Authored DOCUMENTATION & USER STORIES and facilitated STAKEHOLDER COMMUNICATION, enhancing clarity of insights across teams.

Responsibilities:

- Designed and maintained ETL Pipelines integrating **AWS (S3, Redshift), Snowflake, and on-premises systems** using **Informatica and dbt**, reducing manual reporting effort by 60% and improving data availability in near real-time for business units.
- Led Data Modeling and Business Requirements Gathering, translating business needs into actionable insights across sales, inventory, and customer operations using **SQL, Python, and R**, improving decision-making efficiency by 30%.
- Conducted Exploratory Data Analysis (EDA) and statistical modeling to identify customer behavior patterns, sales trends, and market segmentation, contributing to a 15% increase in targeted marketing campaign ROI.
- Collaborated with Data Science and Business teams to build predictive models (regression, classification, clustering) using **Python, R, and Hadoop (HDFS)**, achieving 85% accuracy in demand forecasting and 80% accuracy in customer churn prediction.
- Implemented **Data Quality Audits with Collibra** and validation checks to increase data integrity by 30%, supporting accurate reporting and downstream analytics.
- Created self-service BI dashboards in **Tableau, Power BI, and AWS QuickSight**, empowering business users to independently track key metrics such as sales performance, inventory KPIs, and customer churn, reducing ad-hoc report requests by 50%.
- Authored well-structured Documentation & User Stories, incorporating **UML diagrams** to capture business requirements, analytic methods, and key insights, improving clarity and reproducibility across cross-functional teams.
- Effectively communicated insights through Stakeholder Communication and Business Storytelling, helping business leaders align operational strategies with data insights.

PROJECTS:

Seoul Bike Sharing System - Southern New Hampshire University **Mar - 2025**

- Developed an end-to-end interactive Tableau story consisting of 4-5 dashboards visualizing hourly bike

rental trends across 8,760 records with weather, holiday, and seasonal variables.

- Conducted exploratory data analysis to identify key factors influencing rental demand, such as temperature, rainfall, holidays, and functional hours.
- Created time-series visualizations to capture hourly rental patterns, seasonal usage behaviour, and peak/off-peak trends for resource optimization.
- Integrated regression insights and multivariate relationships between rental count and weather indicators to assist in demand prediction and inventory planning.
- Designed user-friendly visual interfaces for data-driven decision-making, targeting urban mobility planning and efficient fleet allocation.

Predictive Models (R, Excel) - Southern New Hampshire University **Nov - 2024**

- Developed and compared predictive models (Linear & Multi-Linear Regression, Logistic Regression, Decision Trees, Random Forest, Neural Networks) to forecast sales performance for a mid-sized tire company.
- Leveraged R (using the Caret package) to clean, preprocess, and analyse the dataset; implemented models and automated reporting via R Markdown for seamless documentation.
- Applied K-fold Cross-Validation and hyperparameter tuning to optimize each model, reducing overfitting and improving predictive accuracy.
- Evaluated models using RMSE, Precision, and Accuracy metrics, identifying the optimal solution to enhance sales forecasting and strategic decision-making.

S&P 500 Companies Analysis (Python, Tableau) - Southern New Hampshire University **Jul - 2024**

- Conducted a comprehensive descriptive analysis of S&P 500 companies, focusing on financial metrics, performance trends, and industry comparisons.
- Used Python for data wrangling and Excel for preliminary analysis; developed interactive Tableau dashboards to visualize insights and facilitate executive-level decision-making.
- Presented findings and recommendations through my YouTube channel: Pranai Basava's Analysis on YouTube.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- AWS Certified Cloud Practitioner – Amazon Web Services (Issued March 2025)
- Tableau Desktop Specialist – In Progress
- Completed multiple certifications (Data Camp, Udemy) covering Python (Data Structures, Pandas, NumPy, Matplotlib, Django basics), SQL (ANSI SQL, MySQL, PostgreSQL), Tableau, Power BI, Git & GitHub, and Shell Scripting.

ACHIEVEMENTS & EXTRACURRICULAR ACTIVITIES

SNHU Cricket Champion & Cricket Team - Captain - SNHU **May 2024 – Apr 2025**

- Led the internal college cricket team, organizing strategies and enhancing team performance.
- Champion of the internal college cricket tournaments.

Customer Appreciation Award - Tata Consultancy Services **Dec 2022**

- Honoured for automating critical reporting processes, reducing manual effort by 60% and improving reporting turnaround time.
- Recognized for maintaining high-quality deliverables, strengthening client trust, and contributing to overall project success.