Preetha VSR
Data Analyst

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PROFESSIONAL SUMMARY

Data Analyst with hands-on experience at **Fortray Global Services Ltd, London**, specializing in **data analysis, visualization, and ETL automation**. Skilled in **Python, SQL, Power BI, and Tableau**, with proven success in developing interactive dashboards that improved KPI tracking and automated workflows reducing manual reporting by **25%**.

SKILLS

- **Tools & Technologies:**
  Python, R, C# .NET, Java, Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, SAS, D3.js, ASP.NET, MySQL, SQL Server, PostgreSQL, Power BI, Tableau (Parameters, Calculated Fields, Dashboards), Advanced Excel, Microsoft Access, PowerPoint, Word
- **Processes & Expertise:**
  Data Analysis, Data Cleaning, Data Extraction, ETL Workflows, Data Visualization, Statistical Analysis, Data Modelling, Dashboard Creation, Reporting, Data-driven Decision Making, Database Management (Relational Databases), Oracle 11G Database, Web Development (ASP.NET, HTML, CSS, JavaScript, XML)
- **Project & Collaboration Skills:**
  Agile Methodologies, Stakeholder Collaboration, Time Management, Cross-functional Coordination, Technical Documentation
- **Soft Skills:**
  Attention to Detail, Data Accuracy and Integrity, Clear Communication, Problem Solving, Adaptability, Team Collaboration

TRAINING & CERTIFICATIONS

- Salesforce Certified Tableau Desktop Foundations (Sep 2025)
- Master Certificates from Simplilearn in Data Analyst (Training)
- R for Data science (Training)
- Applied Data Science with Python (Training)
- Deep Learning (Training)
- SQL for Data Science (Training)

EXPERIENCE

Junior Data Analyst (Intern)
Fortray Global Services Ltd, London, UK   Apr 2025 – Present
- Engineered and optimized complex SQL queries, improving data extraction speed by 30% for business-critical analysis.
- Executed data profiling and cleaning, enhancing dataset accuracy by 25% for reliable reporting.
- Designed and automated 15+ reports and dashboards using Excel, Power BI, and Looker, reducing manual reporting time by 40%.
- Analyzed A/B testing results, increasing insight accuracy by 20%, and effectively communicated findings to stakeholders.
- Translated business requirements into technical solutions via data modeling and visualization, accelerating delivery by 15%.
- Collaborated with data engineers to streamline ETL workflows, boosting pipeline efficiency by 35%.

PROJECTS

CRM Analysis for Customer Retention using Machine Learning
Objective: Identify key factors driving customer churn and improve overall retention through CRM data analysis.
Tools & Technologies: SQL, Python, Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, Tableau.
- Cleaned and transformed CRM data, handling missing values and encoding categorical fields.
- Performed EDA and developed predictive models (Logistic Regression, Random Forest) to assess churn risk.
- Highlighted tenure, contract type, and monthly charges as top churn predictors.

Result: Enabled the business to design loyalty programs and flexible contracts, significantly improving customer retention and profitability.

ScienceQtech – Employee Performance Mapping using MySQL
Objective: Assist HR in evaluating employee performance and training needs through structured data analysis.
Tools & Technologies: MySQL, SQL Queries, Data Modelling
- Queried and analyzed employee salaries and roles to align with organizational benchmarks.
- Calculated performance-based bonuses and training cost projections.
- Provided structured insights to support promotion and development planning.

Result: Improved HR decision-making through clear, database-driven performance mapping.

Sales Comparison Dashboard using Tableau
Objective: Build an interactive dashboard to compare sales data between selected regions.
Tools & Technologies: Tableau, Parameters, Calculated Fields, Dashboards
- Developed a region-wise sales comparison dashboard using hierarchies and filters.
- Applied parameters and calculated fields for dynamic, user-driven insights.
- Designed visuals to highlight KPIs and patterns across sales territories.

Result: Regional managers enabled to identify gaps and drive strategic improvements.

EDUCATION

Bachelor of Electrical & Electronics Engineering | Easwari Engineering College, Chennai, India

REFERENCE

Reference would be provided upon request.