



Priyanka Cheerla  
Data Analyst

Email- priyasocial147@gmail.com | Phone - 817-642-7065 | Location -TX |  
<https://www.linkedin.com/in/priyanka-cheerla-dataanalyst/> | GitHub : <https://github.com/Priyanka-cheerla-147>

SUMMARY

- Results-driven Data Analyst with 3+ years of experience in transforming complex datasets into actionable insights
- Expertise in statistical analysis, data visualization, and predictive modeling using Python, R, and SQL
- Proven track record of increasing operational efficiency by 30% through data-driven process improvements
- Skilled in developing interactive dashboards that reduced decision-making time by 40% for executive stakeholders
- Experienced in machine learning techniques, having implemented models that improved forecast accuracy by 25%
- Strong communicator, adept at translating technical findings into clear, impactful business recommendations
- Proficient in data quality management, reducing data errors by 35% through implementation of robust validation processes
- Committed to continuous learning, staying updated with the latest trends and technologies in data analytics

SKILLS & INTERESTS

- **Programming Languages:** Python (libraries: NumPy, Pandas, Matplotlib, SciPy), R (libraries: ggplot2), SQL (including experience with SSIS, SSRS, and SSAS), Java, Apache Spark, AWS Lambda, Azure Functions.
- **Database Technologies:** MySQL, SQL Server, Jupyter Notebook, Snowflake, MongoDB.
- **Data Visualization Tools:** Seaborn, Tableau, Power BI, Google Data Studio, Streamlit, Plotly, Alteryx.
- **Statistical Analysis:** Hypothesis Testing, Regression Analysis, Time Series Forecasting
- **Data Analysis and Machine Learning:** Data Cleaning, Data Wrangling, Data Mining, Machine Learning, Natural Language Processing, Deep Learning, Scikit-learn, TensorFlow, Keras.
- **Cloud Computing:** AWS.
- **Business Intelligence (BI) Tools:** Qlik Sense, Looke
- **Statistical Software:** SPSS, SAS
- **Other Skills:** Data Storytelling, Communication and Presentation Skills, Problem-Solving and Critical Thinking, SDLC, Agile, Waterfall
- **Operating System:** MacOS, Windows, Linux

RELEVANT WORK EXPERIENCE

**PNC Financials**  
Data Analyst

**Texas, USA**  
Sept 2023 – Current

- Developed a predictive model for customer churn, reducing attrition by 20% and saving \$1.5M annually in lost revenue
- Created interactive Tableau dashboards for real-time monitoring of key performance indicators, increasing decision-making efficiency by 35%
- Implemented A/B testing strategies for marketing campaigns, resulting in a 25% increase in conversion rates and \$2M additional revenue
- Optimized SQL queries for large datasets, reducing report generation time by 60% and improving overall system performance
- Conducted time series analysis on financial data, improving forecast accuracy by 30% and enabling better resource allocation
- Developed a customer segmentation model using K-means clustering, increasing targeted marketing effectiveness by 40%
- Implemented data quality processes, reducing errors in financial reports by 45% and increasing stakeholder trust
- Automated data collection and cleaning processes using Python, saving 20 hours per week of manual work
- Conducted regression analysis on loan data, identifying key factors that improved risk assessment accuracy by 25%
- Led a cross-functional team in developing a data governance framework, ensuring 100% compliance with data protection regulations

**DataOne**  
Data Analyst

**India**  
Nov 2019 – Jun 2022

- Designed and implemented ETL processes using Alteryx, reducing data preparation time by 50% and improving data accuracy by 30%
- Created Power BI dashboards for sales analytics, providing real-time insights that increased sales team efficiency by 25%
- Conducted customer behavior analysis using association rules, leading to a 15% increase in cross-selling opportunities
- Developed a machine learning model to predict equipment failures, reducing downtime by 40% and maintenance costs by \$300K annually
- Implemented text mining techniques on customer feedback data, improving product ratings by 1 star on average across product lines
- Performed statistical analysis on supply chain data, optimizing inventory levels and reducing carrying costs by 20%
- Created a Python script to automate weekly reporting processes, saving 10 hours per week of manual effort
- Conducted cohort analysis on user engagement data, identifying trends that increased user retention by 30%
- Implemented a data visualization strategy using Matplotlib and Seaborn, improving stakeholder understanding of complex data by 50%
- Developed a Random Forest model for credit risk assessment, improving accuracy by 20% and reducing default rates by 15%

EDUCATION

University of Texas at Arlington - Master’s Degree in Computer Science  
Sreenidhi Institute of Science and Technology, India - Bachelor’s Degree in Computer Science and Engineering

CERTIFICATION

AWS Cloud Practitioner Certified – March 2022  
Cisco (Data Analytics Essentials)-September 2024