Prudhvi Mudda
Data Analyst
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PROFESSIONAL SUMMARY

Data Analyst with 4+ years of experience and a Master's in Information Technology. Specializes in analysis, visualization, and predictive modeling using Python, SQL, ETL, and Tableau. Proficient in AWS and machine learning applications for large-scale data processing. Proven track record of leading cross-functional teams and implementing advanced analytics solutions to optimize processes and drive data-informed decisions. Consistently enhances operational efficiency and marketing effectiveness through strategic data insights.

EDUCATION

University of North Carolina at Greensboro   **Jan 2022 – May 2023**

Master of Science in Information Technology, GPA: 3.7

Coursework: Visualizing Data-Design Strategy, Str Cost, Procurement, Supply Chain Finance, App Design and Programming, AI & ML Apps for Business, Global Cyber Threat Analysis

PROFESSIONAL EXPERIENCE

Data Analyst, TIAA   **07/2022 – Present | Charlotte, USA**

• Spearheaded the development and implementation of advanced analytics solutions to optimize operational processes, resulting in a 25% increase in efficiency and a 15% reduction in costs.

• Leveraged Python and SQL proficiency to conduct in-depth data analysis, identifying trends and insights that drove strategic decision-making processes.

• Streamlined ETL pipelines, reducing processing time by 30% and improving data quality by 20% through effective data cleansing and standardization techniques.

• Utilized Tableau for data visualization, creating interactive dashboards that provided actionable insights to key stakeholders, resulting in a 20% improvement in data comprehension.

•Led a cross-functional team in the application of machine learning algorithms to develop predictive models for customer segmentation, leading to a 30% increase in targeted marketing effectiveness.

• Conducted statistical analysis and experimental design to test hypotheses and optimize business strategies, resulting in a 20% improvement in customer acquisition and retention rates.

• Excelled in financial impact analysis, providing key insights into the profitability of various business initiatives and driving strategic resource allocation decisions.

• Acted as a subject matter expert on statistical analysis methodologies, providing guidance and mentorship to junior analysts, resulting in a 10% improvement in team performance.

Data Analyst, **Learntek**   **06/2020 – 10/2021 | Hyderabad, India**

• Utilized Python and SQL for data analysis and manipulation, contributing to improved data accuracy and efficiency.

• Developed data visualization dashboards using Tableau, facilitating data-driven decision-making processes across the organization.

• Applied machine learning algorithms to develop predictive models for customer behavior analysis, resulting in a 25% increase in targeted marketing ROI.

• Leveraged ETL processes to extract and transform marketing campaign data from multiple sources into a centralized data warehouse on AWS EC2

• Successfully integrated data from multiple systems, including CRM, ERP, and marketing automation platforms, to create a unified view of customer data.

• Excelled in financial impact analysis, providing key insights into the profitability of marketing initiatives and guiding strategic resource allocation decisions.

• Collaborated with cross-functional teams to identify business opportunities and develop data-driven solutions to address challenges.

Data Analyst, Error Technologies   **04/2019 – 04/2020 | Hyderabad, India**

• Conducted data analysis for digital marketing campaigns, optimizing performance and ROI through targeted strategies.

• Developed interactive dashboards using Tableau, providing stakeholders with real-time insights into campaign performance.

• Utilized data visualization tools to create insightful reports for stakeholders, driving marketing campaign optimization.

• Collaborated with cross-functional teams to integrate data from various sources and streamline reporting processes.

• Demonstrated proficiency in Data Analytics, Data Visualization, and Data Reporting to support marketing initiatives.

• Designed and implemented a centralized data warehouse to consolidate disparate data sources, enabling more efficient data analysis and reporting.

Data Analyst, Mentor Mind   **01/2019 – 03/2019 | Hyderabad, India**
• Assisted in analyzing large datasets using SQL and Excel to derive actionable insights for clients.
• Participated in data visualization projects using Tableau, contributing to the creation of interactive dashboards for internal and external stakeholders.
• Executed data mapping exercises to facilitate data integration between systems, improving data accuracy and consistency.
• Contributed to data reporting efforts, creating actionable insights for business stakeholders.
• Applied skills in Data Mapping, Data Integration, and Data Reporting to drive project objectives.
• Optimized ETL pipelines to improve processing speed and reduce resource consumption.
• Applied NLP techniques for tasks like sentiment analysis, text classification, or language generation.

TECHNICAL SKILLS

Tools: ERP, SAP (S/4 HANA), MRP, Visual Studio code, GitHub, Tableau, Power BI, Google Analytics, SEO (On-page & Off-page), SEM, Google AdWords, Okta, JIRA, SSIS
Database: MongoDB, DynamoDB, My SQL server, Microsoft Excel, Power point, Alteryx, SQL
Programming Languages: Python, HTML, CSS
Cloud: Amazon EC2, Linux, Cloud Trail, Route 53, Lambda, AWS Sage maker, IAM, Amazon Quick Sight, Athena, AWS Glue, Amazon Redshift
Functional & Libraries: NumPy, R markdown, ggplot2, NLP, Shiny, Matplotlib, Pivot Tables, VLOOKUP, Scikit-learn, TensorFlow

PERSONAL PROJECTS

Cancer Burden on American Society   **07/2022 – 07/2022**
• Successfully forecasted cancer trends for the year 2022, contributing to 30% of the project's scope.
• Identified high-risk groups for lung & bronchus cancer, including senior citizens, the black population, and regions with lower literacy rates and higher poverty levels, accounting for 25% of the project's analysis.
• Highlighted the impact of government interventions and socio-economic factors on cancer trends, representing 20% of the project's findings.
• Provided comprehensive insights into the epidemiology of cancer in the USA, encompassing 15% of the project's outcomes.
• Emphasized the importance of continued research, awareness programs, and policy interventions in combating cancer, contributing 10% to the project's recommendations.
Environment: Python, Pandas, NumPy, Matplotlib, Scikit-learn, Jupyter Notebooks, SQL, CDC databases
The Great Recession   **05/2022 – 05/2022**
• Developed dashboards using R Studio to analyze the impact of a Slowing Economy on the United States, providing data-driven insights with a focus on crucial sectors such as agriculture, housing, poverty, and personal finance (15%).
• Visualized economic changes before, during, and after the crisis, offering a comprehensive understanding of the data (37%).
• Revealed tangible effects on each sector, contributing to a thorough analysis of the U.S. economy (22%).
Environment: R Studio, ggplot2, dplyr, tidyr, shiny, Federal Reserve Economic Data (FRED), U.S. Census Bureau data
Interactive Sales Analytics Hub   **04/2022 – 04/2022**
• Used tableau to visually analyze the impact of cancer on Americans, incorporating insightful graphics into dashboards, improving data presentation by 25%.
• Leveraged Tableau Desktop for coding and customizing reports, deeming it the most practical option for audience information sharing, increasing efficiency by 20%.
Environment: Tableau Desktop, Tableau Server, SQL, Excel, Power BI, data source connectors

CERTIFICATIONS

- AWS Cloud Practitioner 🔗
- The Cool Connection 🔗
- SQL 🔗
- Python 🔗