

# Prudhvi Mudda

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## 📄 Profile

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- Over 4 years of experience as a Data Analyst specializing in data analysis, visualization, and predictive modeling.
- Proficient in Python and SQL for conducting comprehensive data analysis and generating actionable insights.
- Skilled in utilizing Tableau to create interactive dashboards that enhance data comprehension and facilitate informed decision-making.
- Experienced in managing and analyzing large datasets using both on-premise and cloud-based data tools, including Snowflake and various AWS services.
- Led cross-functional teams in applying machine learning algorithms and statistical analysis techniques to optimize business strategies and improve targeted marketing effectiveness.
- Demonstrated proficiency in developing and implementing advanced analytics solutions to optimize operational processes, resulting in significant efficiency gains and cost reductions.
- Possess a strong foundation in data analytics and a comprehensive skill set encompassing various tools and technologies.
- Committed to contributing effectively to data-driven decision-making and strategic initiatives within organizations.

## 💼 Professional Experience

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**Data Analyst, Lorven Group Inc** 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.
- Utilized Tableau for data visualization, creating interactive dashboards that provided actionable insights to key stakeholders, resulting in a 20% improvement in data comprehension.
- Demonstrated expertise in both on-premise and cloud-based data tools including Snowflake to manage and analyze large datasets efficiently.
- 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.

**Junior 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.
- Conducted statistical analysis and experimental design to optimize marketing campaigns, leading to a 15% increase in conversion rates.
- 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 & Digital Marketing Analyst, Error Technologies** 04/2019 – 04/2020 | Hyderabad, India

- Conducted data analysis for digital marketing campaigns, optimizing performance and ROI through targeted strategies.
- Leveraged Python and SQL for data extraction and manipulation, ensuring data accuracy and reliability.
- Developed interactive dashboards using Tableau, providing stakeholders with real-time insights into campaign performance.
- Utilized statistical analysis techniques to identify trends and patterns in customer behavior, informing strategic marketing decisions.
- Excelled in financial impact analysis, providing key insights into the profitability of marketing initiatives and guiding strategic resource allocation decisions.

**Data Analyst, MentorMind** 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.
- Conducted data quality checks and data cleansing procedures to maintain the accuracy and integrity of the data used in analysis.
- Collaborated with the data engineering team to optimize data pipelines and streamline data collection processes.

## Projects

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### **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.

### **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%).

### **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%.

## Skills

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**Tools:** ERP, SAP (S/4 HANA), MRP, Visual Studio code, GitHub, Tableau, Power BI, Google Analytics, SEO (On-page & Off-page), SEM, Google Adwords, Snowflake, Okta, JIRA

**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 QuickSight, Athena, AWS Glue, Amazon Redshift

**Functional & Libraries:** Numpy, R markdown, ggplot2, NLP, Shiny, Matplotlib, Pivot Tables, VLOOKUP, Scikit-learn, TensorFlow

## Education

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


### **Master's in Information Technology, UNC GREENSBORO**

01/2022 – 05/2023 | Greensboro, USA

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

## Certificates

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AWS Cloud Practitioner  • The Cool Connection  • SQL  • Python 