Prudhvi Mudda

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👤 Profile

- 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 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

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.
- 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.

Junior Business 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.
- Conducted data analytics to identify key market trends and inform digital marketing strategies.
- 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.

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.
- 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.

📂 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.

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

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
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

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

AWS Cloud Practitoner ⧉   •   The Cool Connection ⧉   •   SQL ⧉   •   Python ⧉