

Reethika Vykontapu

Data Analyst

Harrison, NJ | reethikavykontapu15@gmail.com | (551) 331-3993 | LinkedIn

Summary

- Data Analyst with over 4 years of hands-on experience in big data analytics, statistical modeling, A/B testing, machine learning, data visualization, and building end-to-end ETL pipelines in fast-paced industrial environments.
- Advanced proficiency in SQL and NoSQL databases, including PostgreSQL, MySQL, MS SQL Server, Oracle, MongoDB, and DynamoDB. Adept at crafting optimized stored procedures, triggers, and complex queries involving joins, subqueries, and window functions for data analysis and reporting.
- Experienced in the full data science lifecycle using Python, from data extraction and preprocessing to analysis and predictive modeling, utilizing libraries such as Pandas, NumPy, Matplotlib, and Scikit-learn.
- Strong foundation in statistical analysis and experimental design, leveraging tools like Python and R to conduct hypothesis testing, causal inference, and multivariate testing, leading to actionable business insights.
- Hands-on experience building scalable ETL workflows with tools like Apache Airflow and AWS Glue, integrating with modern data warehousing solutions such as Snowflake.
- Well-versed in cloud computing platforms, including Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform (GCP), with experience deploying data solutions in cloud environments.

Skills

Data Analytics Tools:	Power BI, Tableau, Jupyter Notebook, SQL Developer, Regression Analysis, Classification Modeling, Statistical Inference
Programming language:	Python, R, SQL, T-SQL, and SAS
Management Tools:	JIRA, SharePoint, Confluence, Bitbucket, GitHub
Databases:	PostgreSQL, MS SQL Server, SQL Server, MySQL, Oracle, MongoDB
Big Data Technologies:	Hadoop, HDFS, MapReduce, YARN, Hive, Pig
Methodologies:	SDLC, Agile, Scrum, and Waterfall
Streaming Technologies:	Apache Kafka, Kafka Streams, Spark Streaming
Data Manipulation & Transformation:	Data Wrangling, SSIS, ETL & ELT (Extract, Transform, Load), Data Cleaning
Data Visualization and Reporting:	Data Visualization, Dashboards & Reporting
Analytics and Decision-Making:	Risk & Decision Analysis, Analytical Skills
Libraries:	Pandas, NumPy, SciPy, TensorFlow, Scikit-Learn, and PySpark
Others:	AWS, Azure, GCP, ETL, Glue, Airflow, and DBT
Operating Systems:	Windows, Mac, and Linux
Modern Data Engineering Tools:	Snowflake, Databricks, AWS Redshift, Google BigQuery
Advanced Statistical Techniques:	ANOVA, Bayesian Inference, Time Series Analysis

Experience

Clairvoyant, USA | Data Analyst

Oct 2024 – Present

- Developed low-latency ETL pipelines to increase customer data collection efficiency by 10% in the Flexera One Platform.
- Collected and transformed data using SQL and Python, loading it into AWS for further analysis.
- Created 100+ web scraping scripts using Selenium and PySpark, implementing CI/CD for 5,000 scripts to collect software and hardware product license data, adding over 2,000 releases weekly.
- Automated data reporting with interactive Power BI dashboards, reducing 10 hours of weekly manual work and improving monitoring of business KPIs.
- Developed regression, classification, and clustering models to identify trends, LTV, ROI, and customer segmentation.
- Presented detailed reports to stakeholders on a weekly and monthly basis, ensuring transparency and informed decision-making.
- Collaborated with five enterprise clients to create personalized IT Asset Management reports using Excel, Salesforce Cloud, and Tableau.
- Documented client business requirements, provided regular status updates, and delivered project deliverables through demos, dashboards, and informative reports.

- Led a project to host an extensive data lake of 35,000+ cloud product offerings in the Flexera One platform, enhancing data accessibility and analytics.
- Derived data-driven insights using Snowflake data warehouse technology, enabling rapid analytics and informed decision-making.
- Developed operational dashboards and KPIs using Snowflake and Tableau, promoting self-service BI across the organization and educating users on data tools.

#### **Avenir Technologies, India | Data Analyst**

**Jan 2020 – Aug 2023**

- Conducted in-depth data analysis to enhance user experience and boost retention, contributing to a 12% increase in monthly active users through data-driven insights.
- Authored and optimized complex SQL Server queries utilizing CTEs, window functions, and correlated subqueries, improving query performance by 30% on datasets exceeding 10 million rows.
- Refined legacy SQL scripts, resulting in query execution times reduced by up to 40%, enhancing efficiency in daily reporting operations.
- Designed, implemented, and maintained scalable SQL Server databases and reporting pipelines using stored procedures and user-defined functions, supporting daily reporting across 5+ departments.
- Built interactive Tableau dashboards to monitor KPIs and product performance, integrating real-time data from AWS S3, Redshift, RDS, Excel, JSON, and XML, leading to 20% faster decision-making cycles.
- Delivered actionable insights through trend and behavioral analysis of user data, identifying low-engagement segments and recommending strategies that reduced churn in key user groups.
- Analyzed raw datasets from over 80,000 B2B customers to track and report on key metrics such as churn, engagement, and retention using Python, SQL, and Tableau.
- Created adaptable SQL code for data processing in Snowflake and Teradata, while utilizing Python for automation and file management to support evolving business needs.
- Partnered closely with ETL teams to support new data ingestion requirements, helping to integrate three new data sources into the central data warehouse.
- Automated recurring data extraction and transformation tasks with Excel VBA, streamlining data flow into Tableau and cutting manual reporting time by 50%.

## **Education**

**Master of Science, Computer Science** | New Jersey Institute of Technology, NJ

**Bachelor of Technology, Computer Science** | Kommuri Pratap Reddy Institute of Technology