

# Yedla Rithvesh

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## PROFESSIONAL SUMMARY

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Data-driven undergraduate specializing in SQL analytics, statistical experimentation, and KPI modeling. Experienced in transforming raw transactional data into actionable insights that support product optimization, revenue growth, and retention strategy. Strong foundation in hypothesis testing, cohort analysis, and executive reporting.

## PROJECT EXPERIENCE

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### E-Commerce Sales Analytics | SQL, Excel

- Analyzed 25,000+ transactional records using advanced SQL (CTEs, joins, window functions) to identify high-revenue customer and product segments
- Engineered full-funnel conversion model (6.63%) and quantified stage-level drop-offs to diagnose performance bottlenecks
- Designed structured KPI framework to evaluate revenue trends, purchasing behavior, and customer segmentation

### A/B Testing Conversion Experiment | Python

- Designed and executed two-proportion Z-test using Python (Pandas, NumPy) to evaluate landing page performance variants
- Detected statistically significant uplift with projected 12% conversion improvement at 95% confidence level
- Built reusable experimentation pipeline for hypothesis testing, statistical validation, and visualization

### Customer Cohort & Retention Modeling | SQL, Python

- Constructed cohort retention matrices to analyze behavioral trends across acquisition periods
- Calculated Customer Lifetime Value (LTV) and identified churn drivers impacting long-term revenue growth
- Automated data transformation workflows for scalable retention and lifecycle analysis

### Executive Analytics Dashboard | Power BI

- Developed executive-ready dashboard using DAX measures and star schema modeling for performance optimization
- Built centralized KPI layer tracking revenue, acquisition, retention, and product performance metrics
- Delivered interactive reporting solution enabling data-driven stakeholder decision-making

## TECHNICAL SKILLS

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**Programming & Querying:** SQL (CTEs, Window Functions, Joins, Aggregations), Python (Pandas, NumPy, Matplotlib)

**Analytics & Statistics:** A/B Testing, Hypothesis Testing, Regression Analysis, Cohort & Funnel Modeling

**Machine Learning (Foundations):** Linear Regression, Logistic Regression, Classification, Model Evaluation (Accuracy, Precision, Recall)

**Business Metrics:** Retention, Churn, LTV, CAC, Revenue & Conversion Optimization

**Visualization & BI:** Power BI (DAX, Star Schema), Excel (Pivot Tables, Dashboards)

**Tools:** Git, Jupyter Notebook, VS Code, SQLite

## EDUCATION

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**B.Tech in Artificial Intelligence & Data Science** 2022 – 2026

*Nalla Malla Reddy Engineering College*

**Intermediate (MPC)** 2020 – 2022

*Sri Chaitanya Junior College*

70.3%

## CERTIFICATION

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**Data Science Program – Udemy**