Ritika Akode | ritikaakode05@gmail.com |+13305545705 | LinkedIn

Objective:
Detail-oriented Business Analyst experienced in delivering data-driven insights using Power BI, SQL, and Python. Proven success in dashboard automation, campaign optimization, and stakeholder reporting across ERP, e-commerce, and CRM domains. Actively seeking roles in fast-paced environments where data and strategy intersect.

Work Experience

Business Analyst   Sep 2021 – Jul 2023
Nextgen Solutions   Hyderabad, India

- Led requirements gathering and created BRDs, user stories, and process flows across Agri-Tech, ERP, and E-commerce projects.
- Built KPI dashboards in Power BI/Tableau to drive decisions and improve SLA and order tracking.
- Automated reports using Excel Macros and Power Query, resulting in a 40% increase in reporting efficiency.
- Extracted and validated data using SQL and EDA to support reporting and performance insights.
- Supported UAT through test case design, defect logging, and stakeholder coordination.
- Created process workflows using Lucid chart and presented findings via PowerPoint to align teams.

Tools & Techniques: Excel (Macros, Power Query, Pivot Tables), Power BI, Tableau, SQL, Exploratory Data Analysis (EDA), BRDs, Lucid chart, JIRA, UAT Testing, PowerPoint, Agile Methodology.

Business Analyst
(Internship)   Aug 2024 – Dec 2024
AB Technologies   Austin, Texas (Remote)

- Built **machine learning models** in R and Python for sales forecasting and campaign optimization, automating workflows and reducing manual effort by 40%.
- Developed Power BI dashboards to monitor KPIs in real-time, improving visibility for sales and operations teams.
- Conducted EDA on customer and market data using **R** and **Excel**, delivering insights that informed product and marketing strategies.
- Supported CRM reporting enhancements and presented data-driven findings to both technical and business stakeholders.

Tools & Techniques: R, Python, Power BI, Excel, CRM Reporting, Sales Forecasting, Campaign Optimization, EDA, KPI Monitoring, Predictive Modeling, Data Visualization

Academic Projects

- IMDB Movie Success Prediction
  Predicted movie success using Random Forest, XG Boost, and Tableau with Python-based feature engineering and visualization.
  Identified key factors influencing box office performance through model interpretation and dashboards.
- Walmart Sales Forecasting
  Forecasted weekly sales using Random Forest in R with time series features, boosting accuracy via feature engineering.
  Validated predictions through statistical analysis and highlighted drivers of sales variation.
- Uber Data Analysis & Visualization
  Analyzed ride demand using geospatial data in R and Excel to uncover peak trends and support pricing strategy.
  Created heatmaps and dashboards to visualize traffic patterns and rider behavior.

Education

Kent State University   Aug 2023 – Dec 2024 | GPA: 3.8/4
M.S. in Business Analytics   Specialization: Machine Learning
Little Flower Degree College
B. Com in Computer Applications   Jun 2018 – Jul 2021 | GPA: 3.36/4.0

Technical Skills
Languages & Tools: Python, R, SQL, Excel (Macros, Power Query), Power BI, Tableau.
Data & Modeling: Predictive Analytics, Machine Learning, EDA, KPI Reporting, AI Modeling, Statistical Analysis.
Methodologies: Agile, Scrum.
Other Tools: MATLAB, RDBMS.