

Vamshi Kiran

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Summary

Results-driven **Data Analyst** with expertise in **SQL, Power BI (DAX), Python and business research tools**. Skilled in transforming raw data into actionable insights to drive business decisions. Proficient in **Data visualization, competitor analysis, web analysis**. Strong analytical and problem-solving skills with experience in **sales research, customer segmentation and business intelligence** to optimize business performance

Education

Master in Business Administration – Marketing & International Business

All India Shree Shiva Memorial Society, IOM, Hyderabad (2022 – 2024)

Bachelor of Business Administration – Marketing

Vasantdada patil institute of management & Research, Sangli (2019 - 2022) **Technical Skills**

Market Research Tools: Apollo, Google Analytics

Data Analysis & Data Visualization: SQL (My SQL, PostgreSQL) Power BI, Matplotlib, Seaborn, Pandas, NumPy

Programming & Data Processing: Python (Pandas, NumPy), Power Query, DAX Excel (Pivot Table, Data Validation), PowerPoint, Word

Business Intelligence & Web Analytics: Google Ads, SEO, Competitor Analysis

Projects

Consumer sentiment Analysis - Top MBA Colleges in India

- Analyzing top MBA colleges in India based on their **College Ranking, Fees, Exam, Student review & Ranking**. • For data cleaning and statistical comparisons used **Pandas and Numpy**.
- Created **interactive Charts and insights dashboard** using Matplotlib, Seaborn, and Pandas Data Frame styling for better insights.
- Compared government and private institutions based on **fees, ranking, and admission criteria & correlation between ratings, Rankings and fees**

Data analysis & visualization – Telangana weather Data

- Analysed Telangana's weather data, covering **rainfall (mm), temperature (°C), humidity (%), and wind speed** across different mandals.
- Developed interactive Power BI dashboards to assess weather impact on regional climate trends, seasonal variations. • Applied **DAX measures** to analyze **monthly trends, anomalies, and forecasting insights** for better decision-making • Conducted **comparative analysis** across multiple **mandals** to identify **high-risk areas** for extreme weather events

Management System (MySQL & Data Warehousing)

- Designed & implemented a normalized database schema to streamline book inventory and member management processes.
- Developed stored procedure and triggers to automate fine calculation and ensure data integrity for overdue tracking. • Created optimized SQL queries and a reporting system for efficient book tracking, availability monitoring & member engagement analysis