

# Lalitha Samyuktha Jayanthi

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Visakhapatnam

## Value Proposition

Data Science graduate with a strong foundation in data science, statistical modeling, and business intelligence tools. Passionate about leveraging technical skills in Python, SQL, and BI platforms to collect, organize, and analyze data for insightful reporting. Demonstrated abilities through academic projects involving Salesforce (SFDC), Power BI dashboards, linear regression, and market estimation models. Proactive, detail-oriented, and skilled in MS Excel, PowerPoint, and SharePoint for professional presentations. Excellent English communication skills, with a goal-oriented approach to problem-solving and continuous learning in big data and cloud technologies.

## Education

- B. Tech | CSE-Data Science | Avanthi Institute of Engineering and Technology | 2025 | 7.88 CGPA
- Intermediate | Sri Chaitanya Jr. College | 2021 | 9.12 CGPA
- Tenth | Sri Chaitanya School | 2019 | 9.5 CGPA

## Technical Proficiencies

- Data Analysis & BI Tools:** Power BI, Salesforce (SFDC), Azure Data Factory, Databricks, Python, SQL, PySpark
- Statistical Knowledge:** Linear Regression, Correlation, Cross-Tabs, Elementary Probability, Intermediate Logic
- Professional Tools:** MS Excel (Advanced: Pivot Tables, VLOOKUP, Macros), MS PowerPoint (Professional Presentations), MS SharePoint (Collaboration & Document Management)
- Soft Skills:** Change Management (Analysis, Recommendation, Presentation), Attention to Detail, Proactive & Self-Motivated, Strong English Proficiency (Spoken & Written)
- Other:** Marketing & Sales Basics (Market Drivers, Product Knowledge), Cloud Computing (Azure), Big Data Technologies

## Projects

### Market Estimation and Sales Analytics Dashboard

- Collected and organized large datasets from public sources to build a comprehensive market estimation model for consumer products.
- Analyzed data using intermediate statistical methods including linear regression, correlation analysis, cross-tabs, and elementary probability to identify market drivers and trends.
- Developed interactive dashboards in Power BI to visualize sales forecasts, incorporating filters for product knowledge and market segmentation.
- Created professional reports in MS Excel and PowerPoint, presenting findings on potential revenue growth under different scenarios, demonstrating change management skills by recommending data-driven strategies.
- Tools: Power BI, MS Excel, Python (for data cleaning and regression modeling), SQL for querying datasets.

### Salesforce CRM Reporting System

- Designed and implemented a simulated SFDC environment to track sales pipelines, customer interactions, and performance metrics for a fictional marketing firm.
- Organized and analyzed customer data to generate reports on sales trends, using cross-tabs and correlation to highlight key drivers like product features and market competition.

- Built custom reports and dashboards in SFDC, integrated with PowerBI for advanced visualizations, including probability-based forecasting of sales conversions.
- Presented recommendations for process improvements in a PowerPoint deck, focusing on change management aspects such as analyzing inefficiencies and proposing actionable solutions.
- Emphasized marketing and sales insights by incorporating product knowledge (e.g., pricing strategies) into the model, ensuring accuracy under tight deadlines.
- Tools: Salesforce , Power BI, MS Excel, SQL, SharePoint for collaborative document sharing.

#### **Data-Driven Change Management Simulation**

- Gathered and disseminated abundant datasets on organizational performance, applying intermediate logic and statistical analysis to draw conclusions on operational changes.
- Utilized linear regression to model the impact of variables like employee training on productivity, with cross-tab analysis for departmental comparisons.
- Developed Excel-based reports and PowerPoint presentations to recommend change strategies, showcasing proactive problem-solving and attention to detail.
- Incorporated basic marketing elements by simulating market driver impacts on business decisions, ensuring integrity in data handling and energetic pursuit of accurate insights.
- Tools: MS Excel , PowerPoint, Python , SharePoint for version control.

#### **Big Data Analytics for Economic Trends**

- Collected economic data from open APIs and organized it for analysis, focusing on correlation between variables like GDP growth and consumer spending.
- Created Power BI dashboards to present findings, including probabilistic models for trend prediction and cross-tabs for sector-wise breakdowns.
- Wrote detailed reports emphasizing sales and marketing applications, such as estimating market size for tech products.
- Demonstrated self-motivation by completing the project ahead of schedule, with a focus on professional communication through SharePoint-shared deliverables.
- Tools: Azure Data Factory , Power BI, Python, SQL, MS Excel/PowerPoint.

## **| Internships & Simulations**

- AI Intern – AIMER Society | 8 Weeks
- ML Intern – Indian Servers | 8 Weeks
- Data Science Intern – Yhills | 8 Weeks
- Data Science Intern – Prodigy | 4 Weeks
- Job Simulation – TCS | Forage Plat form

## **| Certifications**

- Infosys Springboard certification in Software Engineering and Agile development.
- Google Cloud Gen AI.
- Data Analytics by Jobaaj Learnings.
- SQL by Oracle.
- Java by Oracle.