Sneha Reddy

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Career Objective

Detail-oriented Data Analyst with a strong statistical background and hands-on experience in data visualization, analytics, and storytelling. Passionate about leveraging data-driven insights to optimize business decisions and enhance operational efficiency.

Education

- B.Sc. in Statistics - Osmania University (2019 - 2022)

Technical Skills

 Data Analytics & Visualization: Excel, Power BI, Tableau, Seaborn, Matplotlib

 Programming & Databases: Python, SQL, MySQL, PostgreSQL

 Statistical Analysis: Regression Analysis, Hypothesis Testing, Clustering (K-means, DBSCAN)

 ETL & Data Processing: Pandas, NumPy, Data Cleaning, Feature Engineering

 Business Intelligence & Reporting: Dashboard Creation, Data Storytelling

Projects

Sales Dashboard for Business Insights
- Developed an interactive Power BI dashboard to analyze sales trends, customer behavior, and product performance.
- Provided actionable insights that improved sales growth by **15%**.

Customer Segmentation Model
- Applied **K-means clustering** on retail data to group customers based on purchasing behavior.
- Enabled targeted marketing strategies for different customer segments.

Stock Market Trend Analysis
- Built a **Python-based web scraping tool** to collect stock price data from financial websites.

- Conducted trend analysis and visualization to identify profitable stock investment opportunities.

Employee Attrition Prediction
- Developed a machine learning model using **Logistic Regression & Decision Trees** to predict employee churn.
- Helped HR teams implement retention strategies based on insights.

Internships / Work Experience

⚒ **Data Analyst Intern – XYZ Analytics Firm** *(Jan 2023 - Apr 2023)*

- Conducted data cleaning, exploratory analysis, and visualization for marketing analytics projects.

- Designed **SQL queries** for efficient data retrieval and reporting.

⚒ **Business Intelligence Intern – ABC Solutions** *(May 2022 - Aug 2022)*

- Assisted in developing **automated reporting dashboards** using Power BI.

- Conducted exploratory data analysis for operational efficiency improvements.

Certifications

🏆 Google Data Analytics Professional Certificate
🏆 Microsoft Power BI Certification
🏆 Python for Data Science – IBM Coursera
🏆 Tableau Desktop Specialist Certification

Achievements

🎖 1st Place in College Data Visualization Competition
🎖 Published an article on "Optimizing Business Analytics with Data Science" in a leading journal 🎖 Top 10 Finalist – Kaggle Data Science Hackathon (2024)