

Sri Harsha Karri

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PROJECTS

Maven Fuzzy Factory Ecommerce Analysis with SQL [🔗](#)

- Analyzed traffic sources, website performance, and business seasonality using a custom e-commerce dataset for a toy retail startup. Used MySQL for data querying.
- Boosted session-to-order conversion rate from 3.2% to 8.4% over three years by analyzing traffic sources and optimizing budget allocation toward high-conversion channels.
- Known seasonal spikes, achieving a 25% increase in sales during November–December, with an additional 15% revenue boost around Valentine's Day for targeted products.
- Improved customer conversion rates by 6% through website page enhancements, leading to higher engagement on custom landing pages.
- Delivered insights leading to a reallocation of marketing spend, focusing on non-branded search 2 ads with high conversion rate.

Electoral Bond Analysis: [🔗](#)

- Utilized SQL, Python, and Power BI to analyze Electoral Bond data, uncovering a 20% rise in bond issuance, totaling 50 million over the previous year.
- Performed trend analysis to identify key funding patterns, noting a 30% increase in contributions to leading political parties.
- Created interactive dashboards that effectively showcased insights, demonstrating a 25% growth in contribution volume during peak funding periods.

PhonePe Pluse Anlysis: [🔗](#)

- Developed an interactive Power BI dashboard, boosting regional trend analysis efficiency by 25%.
- Identified growth patterns in payment trends, driving a 15% increase in UPI adoption and a 20% rise in transaction frequency.
- Delivered actionable insights to stakeholders, facilitating a 10% growth in merchant onboarding rates.

EXPERIENCE

Data Analyst Apprentice - Careerpedia -present

May 2024

- Designed and executed complex SQL queries to analyze over 5,000 files, identifying critical performance trends; insights directly shaped the next quarter's operational strategy, optimizing resource allocation across departments. As a result, overall efficiency and effectiveness were enhanced.
- • Designed and executed complex SQL queries to analyze over 5,000 files, uncovering critical performance trends with significant implications for the business. These insights directly informed the operational strategy for the next quarter, leading to optimized resource allocation across departments. As a result, overall efficiency and effectiveness were enhanced.
- Delivered insights that contributed to strategic decision-making, enhancing marketing strategies and operational efficiency by 30 percent.
- Skills: SQL, Python, Excel, Power BI, data cleaning, statistical analysis.

SKILLS

- Data Analysis : Python, Sql , Excel , Power BI
- Tools : Google Colab ,Pandas, NumPy, Matplotlib, Seaborn, jupyter Notebook.

CERTIFICATES

- Google Data Analytics Professional Certificate [🔗](#)
- MySql (intermediate)- HackerRank [🔗](#)
- Power BI Job Simulation [🔗](#)

EDUCATION

Lendi Institute of Engineering & Technology 2022

Electronics and Communication Engineering (B.Tech)

2018 -