Srineesh Konda Data Analyst

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Summary

Experienced Data Analyst with 3+ years of strong background in data mining, cleaning, and transformation across diverse industries. Proficient in SQL, Python, R, and cloud platforms like AWS and Azure to build efficient ETL pipelines and automate workflows. Skilled in statistical analysis, clustering, and data visualization using Power BI and Tableau to generate actionable insights. Adept at collaborating in Agile environments, driving data-driven decision-making, and improving business outcomes through accurate reporting and performance optimization.

Technical skills

- **Data Analysis & Visualization**: Exploratory Data Analysis (EDA), cohort analysis, time series forecasting, statistical hypothesis testing, correlation analysis, clustering (K-means, hierarchical)
- **Databases & Querying**: SQL (window functions, CTEs), Azure SQL Database, AWS Athena, SAP data integration
- **ETL & Data Pipelines**: AWS Glue, AWS Lambda, Azure Data Factory
- **Programming & Scripting**: Python (Pandas, NumPy, SciPy), R (k-means clustering)
- **Cloud Platforms**: AWS (S3, Athena, Glue, Lambda), Azure (SQL Database, Data Factory)
- **Business Intelligence & Reporting**: Power BI (DAX, interactive dashboards), Tableau (dynamic filters, drill-down, LOD expressions)
- **Collaboration & Methodology**: Agile sprint collaboration with cross-functional teams (Marketing, Sales, IT)

Professional Experience

Data Analyst, Franklin Templeton 10/2024 – Present | Remote, USA

- Worked on Client Segmentation and Behavioral Analytics project, collaborating with Marketing, Sales, and IT teams in Agile sprints. Conducted requirement gathering sessions to segment Franklin Templeton's client base, enhancing targeted marketing and improving client retention by 18%.
- Utilized SQL methods including window functions and CTEs for querying transaction and interaction data stored in AWS S3 and Athena. Optimized ETL pipelines to process structured/unstructured data from CRM and trading platforms with 30% improved query performance.
- Performed EDA and cohort analysis on client demographics, transaction history, and engagement metrics. Applied K-means and hierarchical clustering algorithms to segment clients into 5 meaningful groups based on investment preferences and risk appetite.
- Used Python libraries (Pandas, NumPy and SciPy) to clean and transform data and conducted statistical hypothesis testing and correlation analysis to profile segments by risk tolerance and product affinity, revealing behavioral insights influencing 25% portfolio adjustments.
- Conducted thorough data validation and automated ETL workflows using AWS Glue and Lambda functions, ensuring data accuracy and consistency. Implemented quality checks reducing data errors by 20%, facilitating reliable downstream analysis and reporting.
- Developed interactive Power BI dashboards integrating DAX measures to track segment growth, client engagement, and at-risk profiles. Key features included dynamic filters, drill-through reports, and trend analysis visuals, empowering marketing teams with actionable insights driving a 12% campaign response increase.

Data Analyst, PepsiCo 01/2021 – 08/2023 | Hyderabad, India

- Collected regional sales and demographic data for underpenetrated Tier 2 and Tier 3 cities while collaborating with sales, marketing and agile teams during requirement sessions to define KPIs that supported a revenue increase of over 18%.
- Used Azure SQL Database and Azure Data Factory to extract and transform over years of sales and promotions data from SAP and partner portals which improved ETL efficiency and query performance by more than 30%.
- Conducted cluster analysis and time series forecasting to segment cities by purchase behavior and seasonal demand trends which improved promotional targeting accuracy by 25% and supported market entries that grew regional sales by 18%.
- Applied Python with Pandas and NumPy for cleaning, merging and analyzing multi-year transactional data which automated trend analysis workflows and reduced manual reporting time by 60% across city-product-level sales combinations.
- Used R to apply k-means clustering for segmenting cities based on sales velocity and promo responsiveness which drove pricing strategies that improved mid-tier product movement by 12% across underperforming distribution zones.
- Created ETL pipelines and data validation rules in Azure Data Factory that ensured over 98% data accuracy by catching null values, duplicates and schema mismatches across integrated promotional, pricing and distributor-level data sources.
- Designed Tableau dashboards with dynamic filters and drill-down features using Level of Detail expressions to calculate promo ROI which improved campaign decision-making speed and helped increase quarterly campaign performance by 22%.

Education

Master of Professional Studies in Analytics 09/2023 – 04/2025
Northeastern University, Boston, USA
Bachelor of Technology in Computer Science and Networks 08/2019 – 05/2023
Kakatiya Institute of Technology and Sciences, Telangana, India