

# Surya Sri Sundara

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## Professional Summary

Detail-oriented and analytical Data Analyst with strong skills in data interpretation, visualization, and reporting. Proficient in transforming raw data into actionable insights to drive business growth and strategic decision-making. Experienced in Python, SQL, Excel, and data visualization tools like Tableau and Power BI. Adept at collaborating with cross-functional teams and presenting data-driven findings in a clear and impactful manner.

## Professional Experience

### Junior Data Analyst

*Inture Software Solutions – Hyderabad*

**Aug 2021 – Sep 2023**

- Collected, cleaned, and analyzed large volumes of structured and unstructured data from various sources including internal databases, CRM systems, and third-party APIs.
- Utilized **Python (Pandas, NumPy)** and **SQL** to develop robust data pipelines, perform data wrangling, and derive actionable insights for business strategy.
- Designed and maintained **interactive dashboards** in **Tableau**, presenting key performance indicators (KPIs) such as customer acquisition cost, revenue growth, and conversion rates for executive decision-makers.
- Conducted **A/B testing** and **hypothesis testing** to evaluate the success of marketing campaigns and product feature rollouts, directly contributing to a 15% increase in ROI.
- Automated recurring reports and data validation tasks in **Excel** using **macros and pivot tables**, reducing manual work by over 30%.
- Collaborated cross-functionally with marketing, sales, and product teams to gather business requirements and translate them into data-driven solutions.
- Participated in real-time projects including sales trend forecasting, customer churn analysis, and competitor performance benchmarking.
- Ensured data quality, security, and compliance with internal governance policies by implementing regular audits and documentation.

## **Education**

- MSc in Big Data Analytics and Management  
Griffith College, Dublin  
2024 – 2025
- Master of Computer Applications  
Sri Padmavati Mahila University, India  
2018– 2021
- Bachelor of Commerce (Accounting and Computers)  
Adikavi Nannaya University, India  
2015– 2018

## **Technical Skills**

- Data Analysis: Python (Pandas, NumPy), R
- Data Visualization: Tableau, Power BI, Matplotlib, Seaborn
- Databases: SQL, MySQL, PostgreSQL
- Data Cleaning: Excel, OpenRefine, Python (Pandas)
- Statistical Techniques: Regression, Hypothesis Testing, Correlation Analysis
- Tools: Excel, Jupyter Notebook, VS Code, Git, Google Colab

## **Projects**

### **• Customer Segmentation using K-Means Clustering**

- Analyzed retail customer data to group customers based on purchasing behavior.
- Delivered business insights that helped in targeted marketing strategies.

### **• Sales Dashboard in Tableau (Superstore Dataset)**

- Created an interactive dashboard showing sales trends, top products, and regional performance.
- Enhanced executive decision-making through clear visual storytelling.

### **• Emotion Detection using Speech & Facial Data**

- Built a hybrid deep learning model integrating facial and audio emotion inputs.
- Used CNN for facial recognition and GRU for audio analysis.

### **• Chronic Kidney Disease (CKD) Prediction using K-Means Clustering**

*Academic Project | Machine Learning & Healthcare Analytics*

- Developed a predictive model using K-Means Clustering to classify patient data into risk categories.
- Preprocessed medical datasets, handled missing values, and implemented clustering techniques in Python.
- Visualized clusters to support clinical decision-making and highlight early-stage

indicators.

- **Tools/Technologies:** Python, Pandas, Scikit-learn, Matplotlib.

## Publications

- "**Artificial Intelligence in Military – An Indian Perspective**"

*Published at International Conference – Sri Padmavati Mahila Visvavidyalayam*

- Co-authored and presented a research paper on AI's strategic role in the Indian defense sector.

- Covered applications in surveillance, threat detection, and autonomous military systems.

- Analyzed global AI use in military and proposed India-centric policy recommendations.

- Recognized for contributing to interdisciplinary research in national security and emerging technologies.

## Certifications

- Google Data Analytics Professional Certificate

- Tableau Data Analyst Badge

- Microsoft Power BI Fundamentals

- Python for Data Science – IBM

## Languages

- English (Fluent)

- Telugu (Native)