**Sushmitha Birudala**

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**SUMMARY**

**Data Analyst**  with 4 years of experience in business intelligence, financial analysis, data mining, and advanced analytics. Proven ability to transform complex data into strategic insights that support data-driven decision-making improving operational efficiency and increasing reporting accuracy. Skilled with strong attention to detail and a problem-solving mindset. Experienced in Agile environments, collaborating with cross-functional teams through all phases of the SDLC with strong interpersonal skills.

**TECHNICAL SKILLS**

**Programming Languages**: Python, R, SQL

**Data Visualization & BI Tools:** Tableau, Power BI, Excel (Power Query, Pivot Tables), Looker, Qlik, SSRS

**Data Analysis & Statistics:** Pandas, NumPy, Matplotlib, Seaborn, A/B Testing

**Databases:** MySQL, SQL Server, MongoDB, PostgreSQL, Snowflake

**Big Data & ETL Tools:** Spark, PySpark, Apache Airflow, Kafka, dbt

**Cloud Platforms:** GCP, AWS, Microsoft Azure

**Machine Learning:** Scikit-learn, TensorFlow, Time Series Forecasting, NLP, Regression Models

**Analytics & Integrations:** APIs, Google Analytics, SAP ERP

**Collaboration & CI/CD :** Git, GitHub, Jenkins, Docker, Jira, Confluence, Visio

**PROFESSIONAL EXPERIENCE**

**CNA Insurance, Chicago, IL - *Business Data Analyst*  June 2024 – Present**

* Defined and implemented key performance indicators (KPIs) in partnership with underwriting, product, and marketing teams to support decision-making and business strategies.
* Designed and deployed Power BI dashboards, enhancing real-time visibility into claims, risk exposure, and premiums.
* Developed advanced SQL transformations and DAX measures to drive dynamic, filter-responsive insurance insights across product lines and geographies.
* Developed scalable SQL queries and dbt data models within Databricks, automating data integration with Azure Data Factory.
* Integrated **Salesforce CRM** data and external APIs for segmentation models, improving policyholder retention tracking.
* Applied statistical modeling and A/B testing to evaluate campaign performance and optimize marketing spend.
* Utilized Python, Statistics for predictive analytics modeling, achieving proactive identification of policyholder churn risks and campaign optimization.
* Implemented data governance best practices by leading documentation of report logic, defining KPIs, and establishing regulatory compliance controls within Power BI, ensuring data accuracy, consistency, and security across processes.
* Facilitated data literacy workshops, enhancing cross-functional collaboration and reducing miscommunication.
* Operated effectively in Agile sprints, contributing to sprint planning, retrospectives, and continuous delivery aligned with SDLC phases.

**Northen Illinois University, Dekalb, IL - *Orientation Intern* Jan 2024 – Aug 2024**

* Managed and analyzed academic and departmental data using **Excel (Pivot Tables, Power Query)** and **Google Workspace,** ensuring high data accuracy and supporting reporting needs for orientation programs involving **200+ new students**.
* Coordinated and streamlined **cross-departmental event operations** by leveraging data tracking and scheduling insights, improving participation rates and overall **student engagement and retention** outcomes.

**Walmart, Chennai, India - *Data Analyst* March 2021 – Aug 2023**

* Designed and maintained **Tableau dashboards** serving over **50+ users** across marketing, sales, and supply chain teams increasing data-driven decisions.
* Extracted, and analyzed over **10M+ monthly transactions** using **SQL, Python** to uncover fraud indicators and inventory anomalies.
* Enhanced BigQuery data warehouse performance through optimized data models, reducing report refresh failures.
* Led **customer segmentation and behavioral analysis**, identifying high-value cohorts and informing targeted customer retention strategies.
* Conducted detailed inventory trend analysis using SAP ERP, enabling strategic merchandising and inventory optimization.
* Developed Excel tools with Power Query and managed ad-hoc SSRS reporting, driving process improvement and improving report generation efficiency.
* Collaborated with CRM and finance teams to analyze customer value and optimize promotional campaigns.
* Conducted regular **data quality audits**, resolving inconsistencies and improving trust in BI reporting.
* Collaborated cross-functionally within Agile frameworks, delivering actionable insights improved executive decision-making.

**EDUCATION**

**Master of Science : Computer Science, USA** Northern Illinois University, GPA 3.5

**CERTIFICATIONS**

Google Data Analytics Certificate – Coursera, Six Sigma Yellow Belt & White Belt – CSSC, Generative AI - Microsoft