

# SAI VARA PRASAD BHASKARLA

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## SUMMARY

- Marketing Data Analyst with nearly 4 years of expertise in designing and managing end-to-end data pipelines using Azure Data Factory, BigQuery, and SQL, integrating data from multiple sources including CRM, ERP, POS, and web analytics platforms.
- Skilled in developing interactive dashboards and reports with Power BI and Tableau, translating complex datasets into actionable insights for sales, marketing, and supply-chain teams.
- Proficient in Python (pandas, NumPy, scikit-learn) for data cleaning, statistical analysis, demand forecasting, predictive modeling, and personalized recommendation systems to support business decision-making.
- Conducted advanced customer segmentation, journey analysis, and A/B testing using Adobe Analytics and Adobe Target, optimizing marketing campaigns, website experience, and product recommendations.
- Strong experience collaborating with cross-functional teams including sales, marketing, supply-chain, and engineering, defining KPIs, automating reporting workflows, and ensuring high data accuracy and system reliability across multiple analytics platforms.

## SKILLS

<b>Data Analysis &amp; Visualization:</b>	Microsoft Excel (Advanced Formulas, Pivot Tables, Power Query), Power BI, Tableau, Google Data Studio, Looker Studio, Qlik Sense
<b>Statistical Analysis &amp; Modeling:</b>	SQL, Python (Pandas, NumPy, Matplotlib, Seaborn), R, A/B Testing, Regression Analysis, Hypothesis Testing
<b>Database Management:</b>	MySQL, PostgreSQL, Google BigQuery, Snowflake, Microsoft SQL Server
<b>Marketing Analytics Tools:</b>	Google Analytics 4 (GA4), Google Tag Manager, Adobe Analytics, HubSpot, SEMrush
<b>Digital Marketing Platforms:</b>	Google Ads, Meta Ads Manager, LinkedIn Campaign Manager, Bing Ads
<b>CRM &amp; Marketing Automation:</b>	Salesforce, HubSpot CRM, Zoho CRM, Marketo, Mailchimp
<b>Data Cleaning &amp; ETL:</b>	Python (ETL scripting), Alteryx, Talend, Power Query, OpenRefine
<b>Reporting &amp; Dashboarding:</b>	Power BI Service, Tableau Server, Google Looker Studio, Excel Macros
<b>Business &amp; Product Analytics:</b>	Mixpanel, Amplitude, Hotjar, Kissmetrics, Market Segmentation, GAP Analysis, SWOT, Competitor Analysis, Customer Journey Mapping, KPI Design & Tracking, ROI Analysis, Funnel Analysis, Sales Forecasting
<b>Project Management:</b>	Jira, Trello, Asana, Microsoft Teams, Slack
<b>Other Technical Competencies:</b>	API Data Integration, Data Warehousing Concepts, SEO/SEM Analysis, Forecasting Models, Stakeholder Engagement, Requirements Gathering, Business Process Optimization, Product Strategy, Change Management, Cross-Functional Collaboration, Campaign Performance Analysis, Budgeting & Forecasting, Customer Retention Strategy

## WORK EXPERIENCE

<b>Kroger</b>	<b>Aug 2024 – Present</b>
<i>Marketing Analyst – E-Commerce</i>	<i>California, USA</i>
<ul style="list-style-type: none"><li>Consolidated customer data from Adobe Analytics, CRM platforms, and in-store POS systems into Google BigQuery, leveraging Python (pandas, NumPy) to clean, normalize, and validate 5M+ customer records, enabling reliable audience and behavioral analysis.</li><li>Used SQL in BigQuery to segment customers by DIY vs Pro status, project intent, recency, and browsing behavior, helping marketing teams launch more relevant campaigns and driving a 15% lift in email CTR.</li><li>Reviewed how customers moved across the website, mobile app, and BOPIS journeys using Adobe Analytics, identifying navigation and checkout friction that contributed to a 20% drop in cart abandonment after changes were rolled out.</li><li>Built a product recommendation model in Python (scikit-learn) based on purchase history and browsing behavior, and partnered with teams to integrate results into Adobe Target, increasing average order value by 12% and conversions by 8%.</li><li>Ran A/B and multivariate tests in Adobe Target on product listings, search filters, banners, and checkout flows, using test results to guide site improvements that led to an 18% increase in customer engagement.</li><li>Created and maintained Tableau dashboards connected to BigQuery to track key e-commerce metrics such as conversion rate, revenue per visitor, BOPIS usage, device performance, and segment engagement, giving teams consistent visibility into performance.</li><li>Measured the performance of email, paid search, retargeting, and display campaigns through SQL-based ROI and attribution analysis, supporting smarter budget decisions and improving marketing efficiency by 10%.</li><li>Analyzed product and category relationships using Python to uncover cross-sell and upsell opportunities, supporting personalized bundles and promotions that increased upsell revenue by 7%.</li></ul>	

- Worked closely with engineering and data science teams to embed personalization logic into the CMS, ensuring all recommendations and experiments were fully tracked in Adobe Analytics for accurate reporting.
- Shared monthly performance insights with leadership through Tableau reports, translating data into clear recommendations that shaped targeting strategies, acquisition spend, and the overall e-commerce roadmap.

**Accenture (Client: Mankind Pharma)**

**Jun 2021 – Jul 2023**

*Data Analyst*

*India*

- Built and maintained Azure Data Factory pipelines to bring together sales, marketing, and supply-chain data into Azure Data Lake, cutting report delivery time from a full day to just a few hours.
- Created Power BI dashboards using Azure SQL data that helped teams track SKU-level sales, regional performance, and campaign results for products such as Dolo 650, Neurobion, Livogen, and Digene.
- Used Python to analyze demand trends and seasonality, giving supply-chain teams more reliable forecasts and improving inventory planning by 15% for fast-moving products.
- Set up SQL-based ETL processes to clean and combine data from SAP and CRM systems, ensuring reports stayed accurate and consistent across business teams.
- Developed marketing performance reports in Power BI to monitor conversion, reach, and engagement, helping leadership adjust campaign spend and improve ROI by 18%.
- Built near real-time sales and inventory views in Power BI by combining Azure SQL sales data with supply-chain updates, reducing stockouts and excess inventory by 25%.
- Automated routine data checks and report refreshes using SQL stored procedures, reducing manual effort and saving the team more than 10 hours each week.
- Worked closely with sales, marketing, finance, and supply-chain stakeholders to define meaningful KPIs, making dashboards easier to use and decisions faster.
- Ran detailed SQL analysis on product and regional performance to identify growth opportunities, supporting a 12% increase in sales for selected brands.
- Monitored Azure Data Factory pipelines and tuned Azure SQL queries to keep reporting systems stable, maintaining 99.9% uptime for business-critical dashboards.

**EDUCATION**

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**Master of Science in Computer Science**

California State University, San Bernardino, California, USA

**Bachelor of Technology in Computer Science and Engineering**

JNTUH University College of Engineering Manthani, India

**CERTIFICATIONS**

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- HubSpot Marketing Analytics Certification
- Google Data Analytics Professional Certificate