Swarupa Golla

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PROFESSIONAL SUMMARY:

Data Analyst with 2+ years of experience turning raw data into business insights using Python, SQL, R, and VBA. Proficient in data cleaning, transformation, and building ETL workflows across cloud platforms like AWS (S3, Redshift), Snowflake, and SQL Server. Skilled in designing and evaluating regression models, A/B tests, and time-series forecasts (ARIMA, Prophet); built predictive pipelines using Scikit-learn and TensorFlow for real-world decision support. Built dashboards in Tableau, Power BI, and QuickSight to visualize trends and KPIs across business functions. Adept in Agile teams, delivering results through cross-functional collaboration. Proven communicator who translates analytical insights into business impact; supports data-driven decisions through straightforward storytelling in fast-paced settings.

TECHNICAL SKILLS:

Languages: Python, SQL, R, VBA
Databases & Cloud: Snowflake, AWS Redshift, AWS S3, PostgreSQL, SQL Server
Analytics & Machine Learning: Regression, A/B Testing, Hypothesis Testing, Forecasting (ARIMA, Prophet), Predictive Modeling, Feature Engineering, Attribution Modeling
Libraries & Frameworks: Pandas, NumPy, Scikit-learn, TensorFlow, PyTorch, spaCy, Matplotlib, Seaborn, Plotly
Visualization & BI Tools: Tableau, Power BI, Amazon QuickSight, Excel
Tools & Platforms: Jupyter Lab, VS Code, Git
Techniques & Methodologies: Agile, ETL Pipelines, Data Cleaning, Data Transformation, Clickstream Analysis, Data Warehousing

EDUCATION:

Master's in Management Science and Information Systems **September 2023 – May 2025**
University of Massachusetts, MA, USA

CERTIFICATIONS:

IBM Data Scientist Professional Certificate **2025**
Tableau Data Analyst Certification **Expected 2025**

PROFESSIONAL EXPERIENCE:

University of Massachusetts, MA **January 2024 - Present**
Data Analyst Intern

- Developed Python scripts to automate data cleaning across departmental datasets, reducing manual processing time by 60% and improving data quality for institutional reporting.
- Conducted exploratory data analysis (EDA) on over 100,000 rows of course registration data, uncovering enrollment patterns that informed adjustments to curriculum scheduling.
- Used regression models in Scikit-learn to explore factors linked to GPA trends, helping guide student support strategies.
- Collaborated with faculty to analyze retention trends across multi-semester datasets, identifying early GPA decline, credit load imbalance, and repeat course patterns as top risk indicators.
- Designed interactive Tableau dashboards to visualize metrics such as GPA distribution, course completion rates, and demographic segmentation, enhancing internal academic reviews.
- Wrote optimized SQL queries in PostgreSQL to support ad hoc analysis and statistical reporting for program evaluation across 10+ academic departments.
- Designed dynamic Excel templates with built-in formulas and conditional formatting for monthly academic reporting, reducing manual edits and cutting report turnaround time by 40%.

Cognizant, Hyderabad, India **March 2022 – August 2023**
Data Analyst

- Built 15+ SQL dashboards to track claims SLAs, cutting oversight delays by 30%.
- Developed automated ETL workflows in Python to clean and transform structured claim and policyholder data from AWS S3 to Snowflake, improving pipeline efficiency and reducing manual intervention by 40%.
- Streamlined 10+ recurring business reports by scripting automation in VBA and Python, saving over 3 hours weekly and accelerating data delivery for senior leadership.
- Designed interactive Power BI dashboards tracking KPIs such as claim approval rates, fraud alerts, and TAT, leading to a 15% improvement in fraud detection response time.
- Conducted root cause analysis on policy churn anomalies across 12 monthly cycles; findings directly informed changes in retention strategy, contributing to a 6% increase in customer retention within a quarter.
- Designed and analyzed A/B tests for large-scale user engagement campaigns; identified effective messaging strategies that increased conversion rates by 8% across target segments.
- Actively participated in Agile ceremonies (sprint planning, standups, retrospectives) and collaborated with product owners and data engineers to align feature delivery with quarterly roadmaps, supporting on-time delivery of 95% of data-related tasks.

ACADEMIC PROJECTS:

Sustainable Shipping Optimization for Eco-Logistics Operations **January 2025- May 2025**

Tools: Python, SQL, Tableau, Linear Regression

- Built data pipelines in SQL and Python to process multi-vendor shipping records, enabling cross-region comparisons on delivery time, cost per mile, and emissions footprint.
- Applied linear regression to analyze trade-offs between delivery speed and emissions, identifying cost-neutral strategies for greener logistics.
- Modeled a 3-day delivery alternative using emissions and cost data; recommendation, backed by regression analysis, showed 28% emissions cut with only 5.5% added cost — presented to logistics stakeholders as part of sustainability roadmap planning.
- Designed Tableau dashboards to visualize route-level emissions, vendor performance, and packaging footprint, enabling ESG-aligned decision-making.

Real-Time Retail Sales Forecasting & Inventory Optimization **October 2024 - December 2024**

Tools: Python, SQL, Tableau, ARIMA, Prophet, AWS Redshift

- Built real-time forecasting pipelines using Python and Redshift to support SKU-level demand planning; improved data freshness for retail decisions.
- Achieved 92% forecasting accuracy using ARIMA and Prophet models across multiple product categories.
- Created Tableau dashboards to visualize regional performance and guide inventory strategy.
- Identified patterns that helped reduce stockouts and fine-tune restocking decisions across high-demand areas.

Email Campaign Personalization: A/B Testing & Conversion Optimization **October 2024 - December 2024**

Tools: Python, SQL, Amazon QuickSight, Excel, SciPy, AWS Redshift

- Built automated ETL pipelines in Python and SQL to process large-scale clickstream and campaign data, enabling near real-time reporting through Amazon QuickSight.
- Created a multi-touch attribution model to map engagement across email and web channels, revealing key behavioral drivers behind high-converting user journeys.
- Executed A/B tests on subject lines and CTAs using SciPy for statistical significance, leading to a 9.6% uplift in conversion rates across targeted segments.
- Collaborated with marketing teams to deliver audience segmentation insights and stakeholder-ready dashboards, aligning campaign strategy with user behavior trends.