Swetha Reddy Thumma

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EDUCATION:

The University of Texas at Austin   Dec 2023 – April 2024
Certification Program, Data Analytics Essentials
Jawaharlal Nehru Technological University   May 2016
B.Tech., Computer Science Engineering

CERTIFICATION & TECHNICAL SKILLS:

Certifications:	Data Analytics Essentials
Analytical Tools:	Microsoft Power BI, Tableau, SAP Business Objects
Programming:	SQL, Python, Java, JavaScript
Software:	JIRA
Databases:	MS SQL Server, PostgreSQL

BUSINESS EXPERIENCE:

Info Technologies, Nellore, India
Business Intelligence Developer   July 2016 – December 2018
- Developed 25+ tableau dashboards for a marketing research firm to analyze buying behavior of the consumers
- Designed tableau dashboards and KPIs to help clients in analyzing the performance of the retailers
- Created Power BI reports with order management system data to analyze orders and their changes
- Managed large amounts of data and created complex SQL stored procedures and views to increase the efficiency
- Performed complete business analysis, functional and business requirements gathering to design key reports

PROJECTS:

Movie lens Data Analyzing Using SQL and Power BI   April 2024
- Conducted in-depth data analysis on movies by cleaning the data in Excel and Visualizing in Power BI.
- Visualized genre preferences, user demographics and engagement metrics to tailor content and attract a wider audience.
- Analyzed user distribution by gender, age group, and professions, providing insights into generational interests and viewing habits.
- Delivered actionable insights on top-rated movies and genres, guiding strategic content curation and promotion efforts.

Food Hub Order Analysis for Business Insights Using Python   March 2024
- Conducted exploratory data analysis (EDA) in Python using NumPy, Pandas, and Seaborn to analyze restaurant and cuisine demand.
- Identified top-performing restaurants, customer preferences, peak hours, and geographical trends.
- Provided actionable recommendations to enhance customer experience and improve business performance.

Data-Driven Revitalization: Transforming New-Wheels Sales and Customer Satisfaction   Feb 2024
- Implemented the Wheels Revive project utilizing advanced data analytics techniques with SQL and MYSQL.
- Analyzed essential feedback and sales data to provide crucial insights for the CEO, enabling informed decision-making to revive the business.
- Explored customer sentiments, market dynamics, and competitive landscape to redefine New Wheels in the vehicle resale market.

Predicting Stock Prices and Risks associated with the Stocks   November 2023
- Analyzed stock values of 4 companies Apple, Google, Microsoft and Amazon using NumPy and Pandas.
- Implemented seaborn and matplotlib plotting techniques to find correlation between different stocks over time.