

## Swetha Reddy Thumma

(469) 403-4427; [tswetha5069@gmail.com](mailto:tswetha5069@gmail.com)

LinkedIn: <https://www.linkedin.com/in/swetha-thumma>

Github: <https://github.com/Swetha-Reddy-Thumma>

Portfolio: <https://swethathumma.netlify.app/>

### SUMMARY:

Certified Microsoft Power BI Data Analyst with over 3 years of experience in Business Intelligence and Data Analysis. Having recently completed the Data Analytics Essentials program from the University of Texas at Austin, I Possess expertise in data visualization, reporting, analytics, and data management using SQL.

### EDUCATION:

#### The University of Texas at Austin

April 2024

*Certification Program, Data Analytics Essentials*

#### Jawaharlal Nehru Technological University

May 2016

*B.Tech., Computer Science Engineering*

### CERTIFICATION & TECHNICAL SKILLS:

Certifications:	Microsoft Certified Power BI Data Analyst Associate
Analytical Tools:	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+ Power BI dashboards for a marketing research firm to analyze buying behavior of the consumers
- Designed dashboards and KPIs to help clients in analyzing the performance of the retailers
- Created tableau 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

### PERSONAL 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
- 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