

# Thota Deekshitha

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Detail-oriented and results-driven data professional with experience in business intelligence, seller operations, and analytics. Skilled in SQL, Python, and Excel with a strong foundation in data structures, algorithms, cloud computing (Azure), and predictive modeling. Demonstrated expertise in transforming raw data into actionable insights, building data pipelines, developing dashboards, and optimizing workflows. Adept at working with large datasets, enabling data-driven decisions, and communicating findings effectively to stakeholders. Actively pursuing continuous learning through certifications in data science, analytics, and cloud technologies.

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## Skills

### Technical Skills

- **Languages & Tools:** Programming Languages: Python, SQL, Java (basic)
- **Libraries/Frameworks:** Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn
- **Tools & Platforms:** MS Excel (VLOOKUP, Pivot Tables, Macros), Power BI, MySQL, Git, Jupyter Notebooks
- **Data Analytics:** EDA, Feature Engineering, Data Wrangling, Data Visualization, KPI Reporting, A/B Testing
- **Machine Learning:** Supervised Learning, Logistic Regression, Model Evaluation
- **Cloud Platforms:** Azure Data Fundamentals (Learning)

### Soft Skills

- Excellent communication and stakeholder engagement
- Strong problem-solving and analytical mindset
- Collaboration across cross-functional teams
- Fast learner, adaptable, and deadline-oriented

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## Work Experience

### Amazon, Maharashtra

July 2024 - Present

#### SPS Associate

- Delivered actionable insights by analyzing seller performance, key metrics, and operational feedback using Excel dashboards and SQL queries.
- Improved workflow efficiency and reduced turnaround time by identifying and addressing process inefficiencies.
- Automated repetitive reporting tasks using Excel macros and SQL scripts, enhancing accuracy and productivity.
- Conducted root cause analysis using structured RCA and Pareto principles to resolve recurring issues.
- Enabled strategic initiatives with data reports and business recommendations to improve seller outcomes.
- Collaborated with cross-functional teams to drive data-backed decisions and enhancements across seller operations.
- Analyzed historical data to forecast seller trends and performance drops, helping in proactive issue resolution.
- Partnered with operations and product teams to refine internal tools and data processes for better visibility and reporting.

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## Education

### SRK Institute Of Technologies, Vijayawada

December 2021 - November 2024 MCA

**CGPA: 6.96/10**

Relevant Coursework: Object Oriented Programming, Databases, Discrete Maths, Machine Learning.

# Project Work

## Project 1: Projects

### 1. Revenue Loss Analysis in Mobility Companies

- Developed an end-to-end solution to analyze driver cancellation patterns using SQL and Python.
- Built logistic regression models to predict high-risk cancellation scenarios with 85% accuracy.
- Integrated insights into a Power BI dashboard, enabling real-time visualization and strategic pricing decisions.

### 2. eCommerce Return Rate Optimization

- Explored return patterns with SQL queries and visualized trends using Python (Matplotlib, Seaborn).
- Built predictive models to estimate return likelihood, reducing return volume by 15%.
- Streamlined data pipelines and automated analysis, reducing manual analysis time by 25%.

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## Key Competencies

- SQL Query Optimization and Data Retrieval
- Data Cleaning, Transformation, and Validation
- Business Intelligence and Performance Dashboards
- Predictive Modeling and Hypothesis Testing
- Seller Success and Account Health Analytics
- Cloud Data Services (Azure), API Integration
- Version Control with Git and Collaboration on GitHub

