Tushara Maddila

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OBJECTIVE

Highly driven IT professional with 2 years of experience in Oracle Apps – User Access management module seeking a challenging career change into the field of data analytics. Looking for an opportunity to apply my knowledge of SQL, Python, Excel, Power BI and data cleaning and visualization techniques to extract meaningful patterns from data and provide actionable recommendations for business growth.

SKILLS

SQL	Python	MS Excel	Power BI	DAX	Azure Fundamentals
Data Cleaning and Transformation	Statistical Analysis	EDA	Data Visualization		
Feature Engineering	Scaling Techniques	Machine Learning	Data Mining Fundamentals	Oracle Apps-UAM	

PROJECTS

1. **Ecommerce Sales Dashboard**

   Link : https://github.com/Tushara08/Portfolio-Projects/tree/main/Project%201

- **Project Overview:**
  - Goal: To identify top-selling products and understand customer behaviour to create better targeted marketing strategies to enhance overall business performance and customer satisfaction.
  - Dataset: Festman data challenge.

- **Data Preparation:**
  - Performed data cleaning by removing unwanted columns, replacing null values, and changing columns to appropriate data types.
  - Created conditional columns to calculate age group bins for customer segmentation.

- **Data Visualization:**
  - Utilized Power BI's various visualization options to present data in a concise and understandable format.
  - Visualizations include donut charts, bar charts, line charts, matrix, multi-row cards, slicers for data filtering, and cards for summarizing key metrics.
  - Implemented tooltips to enhance the user experience and enable deeper exploration of product categories.

- **Key Metrics:** Utilized DAX formulas to calculate essential metrics:
  - Total Revenue
  - Average Delivery Days
  - Average Shipping Cost
  - Total Number of Returned Products

2. Customer Churn Analysis

Link : https://github.com/Tushara08/Portfolio-Projects/tree/main/Project%202

- **Project Goal:**
  - Understand customer churn and develop strategies to retain customers using Power BI.
  - Dataset Source: Kaggle, containing data from a telecom company.

- **Data Cleaning and Manipulation:**
  - Conducted data cleaning, ensuring consistency by replacing binary values in the Senior Citizen column and adjusting data types for visualization.
  - Created conditional columns for Tenure to segment customers based on their length of stay with the company.

- **Data Visualization:** Utilized various visualizations to present key insights:
  - Bar charts for customer split analysis.
  - Tree maps to visualize services used.
  - Donut charts and cards to display key measures.
  - Buttons for easy navigation between pages.
  - Slicer to filter data for customized views.

- **DAX:** Used DAX formulas to calculate :
  - Total Customers
  - Total Churned Customers
  - Churned percentage

- **Data Analysis:**
  - Analyzed data based on demographics, services and account details to identify patterns and trends.
  - Visualized overall customer data and churned customer data separately for comparison.
  - Extracted key insights by analyzing data based on various factors that can be utilized to develop targeted strategies for retaining customers and enhancing overall business performance.

WORK EXPERIENCE

Wipro/ April 2019 - May 2021

Project **:** Origin Energy, Australia (April 2019 - May 2021)

Role **:** HRMS Functional Consultant

Technologies **: Oracle Application, SQL Developer, MS Excel**

Team Size **:** 30

- Worked on Oracle Apps as part of the user access management team, responsible for creating and managing user accounts.
- Ensured seamless access by providing user access based on their roles in System Administrator responsibility.
- Resolved workflow issues related to user access in iExpenses, iProcurement, and OTL timesheet modules.
- Developed SQL queries to extract and analyze user data, optimizing data retrieval processes.
- Prepared weekly reconciliation reports in MS Excel to identify and analyze missing work orders.
- Leveraged Excel to generate monthly statistical reports on the team's open and closed tickets from Service Now, facilitating performance analysis.
- Collaborated with on-site business users to identify and troubleshoot workflow issues, ensuring effective problem resolution.
- Recognized for exceptional problem-solving skills and attention to detail in managing user access by reducing access-related delays.
- Received positive feedback from stakeholders for effectively analyzing and presenting monthly statistical reports, providing valuable insights for decision-making.

CERTIFICATIONS

- Microsoft Certified **Power BI Data Analyst Associate**
- Microsoft Certified **Azure Data Fundamentals**

EDUCATION

- **Bachelor of Technology, Computer Science** : GITAM University, **GPA : 8.47**
- Intermediate , MPC : Narayana Junior College, **Percentage : 90.5%**
- 10th : Delhi Public School, **GPA : 9**