UDITH THEDLA

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https://udiththedla.github.io/udiththedla-portfolio/

Summary

Data Analyst with expertise in SQL, Python, and Power BI, specializing in data visualization, automation, ETL and improving data retrieval efficiency by 20% using SQL. Built Power BI reports that enhanced data visualization by 15% and ensured 95%+ data accuracy with R and Python. Optimized database structures, boosting performance by 30%.

Technical Skills

Languages: Python, Java, R, C, HTML, CSS, SQL, DAX, C#
Technologies/Frameworks: MySQL, RESTful APIs, GitHub, Oracle, Git, .NET, Microsoft Power BI, ETL, Tableau, Salesforce, Pandas, NumPy, Matplotlib, Django, Flask, A/B testing, Amazon Quicksight, Qlick
Developer Tools: VS Code, JIRA, Postman, Eclipse, Snowflake, RStudio
Other Skills: Word, PowerPoint, Excel

Experience

Data Analyst— *Concentrix Catalyst*   **Jan 2019– Dec 2023**
Hyderabad, India
- Implemented **ETL** pipelines with **Python** and **SQL**, automating the loading, transformation, and extraction of data and reducing manual effort by 40%.
- Conducted **data cleaning** and modeling tasks in **R** and **Python**, ensuring data accuracy. Designed optimized database structures and implemented best **SQL** practices for performance.
- Enhanced communication of **key metrics** and **trends** through **Tableau** dashboards, reducing report generation time. Used Python scripting to automate data processing tasks, increasing workflow efficiency.
- Leveraged **R** for **data analysis** and **visualization** generating actionable insights that increased efficiency, Utilized **Tableau** to design interactive dashboards, enhancing strategic planning and user engagement by 50%.
- Enhanced real time data accessibility for more than 210 individuals across several departments by integrating **Microsoft Power BI** dashboards with live data streams increasing the efficiency.
- Proficiently queried databases with **SQL**, optimizing data retrieval, reducing query execution time. Created **dynamic reports in Power BI**, enhancing data-driven decision-making by 40%.
- Assisted the **UI/UX** team reduce the average page load time by 1.2 seconds by using **Google Analytics** to find and report website bottlenecks, improving user experience and increasing conversion rates.
- Designed and carried out **A/B testing** to assess marketing strategies and feature adjustments and developed risk algorithms from the scratch with **Pandas**, automating the process of identifying portfolio inconsistencies.
- Conducted comprehensive **data analysis** to identify market trends, providing insights that optimized marketing campaigns and improved return on investment (ROI) by 18%.

Projects

Airbnb Listings Data ETL and Dashboarding Project
- Automated the process of collecting and updating Airbnb listing data, cutting update time by 30%. Created multiple dashboards to help hosts track occupancy, pricing, and trends to maximize revenue.

Digital Music Store Data Analysis using SQL
- Leveraged SQL queries to analyze music store data, identifying gaps and growth opportunities. Provided insights into sales trends and inventory inefficiencies to drive data-driven decision-making.

Diwali Sales Analysis using Python
- Performed exploratory data analysis on Diwali sales data using Python to identify customer trends and sales patterns. Generated insights to enhance customer experience and optimize business strategies.

Certifications

- Google Data Analytics ↗

Leadership / Awards

- Dean's List of Honors ↗
- Director of Indian Students Association at Colorado State University

Education

Colorado State University   **Jan 2024 – May 2025**
Master's in Computer Information Systems
Subjects: Business Intelligence, Object-Oriented Systems, Data Visualization