

Vasavi Krishna

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SUMMARY

Business Data Analyst with 5+ years of experience transforming raw data into actionable insights that drive cost savings, operational efficiency, and business growth. Skilled in SQL, Python, Power BI, Tableau, and advanced Excel to build data models, automate ETL pipelines, and develop interactive dashboards. Proven expertise in statistical analysis, predictive modeling, forecasting, and churn/retention analytics. Adept in root cause analysis, data architecture design, and process improvement, applying logical reasoning to drive actionable business insights. Adept at stakeholder communication, requirements gathering, and creating BRDs/FRDs to align IT solutions with business needs. Strong track record of streamlining reporting processes, integrating ERP/CRM and API data sources, and enabling data-driven decision-making across procurement, operations, and finance.

EDUCATION

Central Michigan University

Master's, Computer Science

Jan 2023 - May 2024

Mount Pleasant, Michigan

Malla Reddy Institute of Technology

Bachelor's, Computer Science

Aug 2017 - Jul 2021

Hyderabad India

CERTIFICATIONS

- Microsoft Certified: Power BI Data Analyst Associate (PL-300)
- IBM Data Analyst Professional Certificate

TECHNICAL SKILLS

- **Programming & Data:** SQL (advanced queries, window functions, optimization), Python (pandas, NumPy, matplotlib, scikit-learn), R (statistics, time series, clustering), PostgreSQL, Java, C.
- **Visualization & BI:** Power BI (Power Query, DAX, modeling, KPI dashboards), Tableau (LOD, storytelling), Looker Studio
- **Excel & Productivity:** Advanced Excel (Pivot Tables, VLOOKUP, HLOOKUP, INDEX-MATCH, conditional formatting, macros), MS Office (Word, PowerPoint, Outlook).
- **Data Engineering & Cloud:** ETL workflows, Data Architecture, DBT, Snowflake, Azure Synapse, Big Query, AWS/Azure/GCP, Data Lakes (Parquet, Delta Lake), Orchestration (Airflow, Prefect).
- **Analytics & Methods:** A/B Testing, Hypothesis Testing, Regression, Forecasting, Root Cause Analysis, Time Series (ARIMA, Prophet), Churn Modeling, Feature Engineering.
- **Business Analysis:** BPMN 2.0, BRD/FRD, Process Mapping & Process Improvement, Gap Analysis, Workflow Automation, UML, Agile/Scrum (sprints, backlog, stakeholder demos).
- **Tools & Platforms:** Jira, Confluence, Visio, Jupyter, Google Colab, REST/SOAP APIs, Git/GitHub, Alteryx, VS Code.
- **Soft Skills:** Data Storytelling, Stakeholder Communication, Cross-functional Collaboration, Critical Thinking, Problem Solving, Logical Reasoning, Adaptability, Mentorship.
- **Operating Systems:** Mac, Windows, Linux/Unix.

WORK EXPERIENCE

Delta Air Lines

Business Data Analyst-Contract

May 2023 - Present

Atlanta, GA

- Built and automated SQL pipelines and ETL workflows, cutting reporting turnaround time by 30% and improving procurement data accuracy across global operations.
- Designed Power BI dashboards with advanced DAX to track vendor spend and KPIs, enabling cost-optimization strategies that saved the company \$2M+ annually.
- Partnered with finance and operations stakeholders from diverse cultural and professional backgrounds, translating requirements into actionable BRDs/FRDs and ensuring alignment on deliverables.
- Led process gap analysis and BPMN 2.0 modeling, driving process improvements that reduced vendor onboarding cycle times by 20%.
- Collaborated with international teams to optimize Snowflake & Azure Synapse pipelines, enhancing data architecture and achieving 99.8% data refresh reliability.
- Conducted churn and retention analysis using regression and segmentation models, providing early-warning insights that improved customer retention by 12%.
- Performed root cause analysis on data quality and vendor performance issues, providing insights that strengthened decision-making and prevented recurring errors."
- Implemented forecasting models (time series, ARIMA) for spend and demand planning, increasing forecast accuracy by 15% and supporting negotiation strategies.

- Developed and maintained a centralized KPI framework, standardizing procurement and vendor reporting across departments and reducing redundant manual reports by 40%.
- Delivered executive-ready presentations and data storytelling, tailoring insights for both technical and non-technical audiences, which directly influenced multi-million-dollar vendor negotiations.
- Supported Agile/Scrum ceremonies (backlog grooming, sprint planning, stakeholder demos), ensuring on-time delivery of analytics features with a 95% sprint completion rate.

Technical Skills: SQL, ETL Workflows, Snowflake, Azure Synapse, Power BI (DAX, Data Modeling, KPI Dashboards), Regression Analysis, Forecasting (ARIMA), Churn Modeling, BPMN 2.0, BRD/FRD, Data Storytelling, Agile/Scrum, Jira, Confluence, and Executive Reporting.

Accenture Solutions Pvt Ltd

May 2020 - Dec 2022

Data Analyst Associate-Full Time

Hyderabad

- Conducted customer churn and retention analysis using SQL & Python, identifying high-risk customer segments and driving an 8% churn reduction within 6 months.
- Built Excel and Power BI dashboards visualizing churn by service type, payment method, and support tickets, enabling faster executive decision-making and targeted retention strategies.
- Applied statistical models (hypothesis testing, regression) to validate churn drivers such as billing delays and support responsiveness, directly influencing policy adjustments that improved customer satisfaction.
- Applied regression to validate churn drivers and conduct root cause analysis on billing and support issues.
- Designed and maintained ETL workflows integrating customer, billing, and service datasets, improving reporting consistency by 25% and reducing manual reconciliation effort.
- Developed SQL queries and automated scripts to track key KPIs, reducing manual reporting effort by 40 hours/month.
- Collaborated with cross-functional client teams across multiple geographies, ensuring technical deliverables aligned with strategic business requirements.
- Partnered with stakeholders to translate business needs into BRDs/FRDs, supporting accurate documentation and smoother project execution.
- Delivered insightful presentations and data stories tailored to both technical and non-technical stakeholders, improving adoption of analytical solutions.
- Contributed to process gap analysis and process improvements, helping optimize customer support processes and reduce ticket resolution times by 15%.
- Recognized for adaptability under shifting priorities, consistently ensuring high-quality deliverables on time despite evolving project requirements.

Technical Skills: SQL, Python (pandas, NumPy, matplotlib), Excel (Pivot Tables, VLOOKUP, HLOOKUP, INDEX-MATCH), Power BI (DAX, KPI Dashboards), Statistical Modeling (Regression, Hypothesis Testing), ETL Workflows, Data Storytelling, BRD/FRD, Agile, Jira, and Confluence.

GRADUATE EXPERIENCE

Excelerate

Mar 2025-Jul 2025

AI Data Analyst Intern

Dubai, UAE

- Built and automated SQL pipelines and ETL workflows, cutting reporting turnaround time by 30% and improving procurement data accuracy across global operations.
- Executed independent analytics projects across retail, education, and aviation domains, applying Python, SQL, and BI tools to solve industry-specific problems.
- Conducted A/B testing and uplift analysis to measure intervention effectiveness, providing evidence-based recommendations that improved decision-making.
- Built interactive Power BI and Tableau dashboards to visualize KPIs, enabling cross-functional teams to track performance trends in real time.
- Delivered insights in peer review sessions with global teams, strengthening collaboration and enhancing project outcomes across multiple time zones, applying logical reasoning to support evidence-based recommendations.
- Adapted quickly to a fully remote, cross-cultural environment, improving teamwork and communication skills while meeting all project deadlines.

Technical Skills: Python (pandas, NumPy, matplotlib), SQL, Power BI (DAX, KPI Dashboards), Tableau (LOD, Storytelling Dashboards), A/B Testing, Uplift Analysis, Data Storytelling, Cross-cultural Collaboration.

Central Michigan University

Sep 2023 - May 2024

Peer Assistant

Mount Pleasant, MI

- Conducted customer churn and retention analysis using SQL & Python, identifying high-risk customer segments and driving an 8%

churn reduction within 6 months.

- Produced reports and dashboards for faculty, streamlining decision-making and improving program efficiency.
- Documented and optimized peer support workflows, reducing onboarding time for new assistants by 15%.
- Delivered mentoring and training sessions, adapting communication styles to support a diverse student population effectively.

Technical Skills: SQL, Excel (Pivot Tables, VLOOKUP, HLOOKUP, INDEX-MATCH), Data Analysis, Reporting & Dashboards, Workflow Documentation, Mentoring & Training.