Prashanth Velagam

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Data Analyst with 3 years of experience specializing in data analysis, data cleaning, data visualization, and predictive analytics using tools like Python, SQL, Tableau, and Power BI. Proficient in ETL processes, data modeling, and leveraging machine learning to drive business insights. Experienced in creating actionable reports and dashboards that inform strategic decision-making and optimize operational efficiency. Passionate about transforming raw data into clear insights to support business objectives.

Professional Experience

ADP India Pvt Ltd, Hyderabad, India

Data Analyst, October 2022 – August 2023

- Analyzed payroll and benefits data to identify trends and optimize operational efficiency.
- Utilized SQL to extract and manipulate large datasets from payroll systems for reporting and compliance.
- Developed Tableau and Power BI dashboards to visualize key payroll metrics and trends.
- Automated data processing workflows using Python (Pandas, NumPy), reducing report generation time by 30%.
- Provided actionable data insights to improve payroll accuracy and employee benefits administration.

Amazon Development Center, Hyderabad, India

Data Analyst, January 2020 – August 2022

- Analyzed customer service performance metrics to improve operational efficiency and optimize service levels.
- Developed SQL queries to extract insights on customer interactions, helping enhance customer satisfaction by 15%.

- Created and maintained Power BI dashboards to track key performance indicators (KPIs), leading to better resource allocation.
- Used Python (Pandas, Matplotlib) to automate weekly reporting, saving X hours per week and improving decision-making processes.

Amazon - SDS Associate (M) CAP, January 2018 – January 2020

- Met assigned productivity targets and quality standards with aggressive deadlines.
- I have worked with multiple teams and transitioned within work types to win the right level of experience to become an SME.
- Working for this process, I have learned to raise investigations on customers for delivered not received, and item missing issues.
- We work on tickets related to returns to investigate the status of the items, which customers claim as returned but not processed as well as fraud return cases.

HSBC Technology and Services, Hyderabad, India.
CSA (MSC First Direct U.K.) Jan 2015 – July 2017

- Releasing funds into the customer's and solicitor's account for U.K. mortgage (M.S.C.).
- Preparing the Training Module and training new joiners into all queues.
- Auditing the work of trainees and all the emails sent by the operators to the Branch Managers of HSBC Bank PLC in the U.K.
- A random audit of calls made by the operators and providing appropriate feedback to them.

Technical Skills
- Programming Languages: Python (Pandas, NumPy), SQL
- Data Visualization: Tableau, Power BI, Matplotlib, Seaborn
- Databases: MySQL, PostgreSQL
- Analytics & Tools: Excel (Advanced), Google Sheets, ETL processes, Data Warehousing
- Machine Learning: Scikit-learn (basic), Predictive Analytics
- Business Intelligence (BI): Data Modeling, Reporting, Statistical Analysis

Education

Project Management and IT, Canadore College, North Bay, ON, Canada

September 2023 – April 2024

Certifications

• Python for Data Analysis – LinkedIn

• SQL for Data Science – LinkedIn

• Tableau for Data Visualization – LinkedIn

• Power BI for Business Analytics – LinkedIn

Personal Projects

• Customer Churn Analysis – Built a machine learning model using Python (Scikit-learn) to predict customer churn, improving retention strategies.

• Sales Dashboard – Designed an interactive sales dashboard in Tableau to visualize sales performance metrics and trends.

• Web Scraping Project – Used Python (BeautifulSoup, Selenium) to extract and analyze pricing data from e-commerce websites.