



# Vijeeth Kumar Palle

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[LinkedIn](#) | [GitHub](#) | [Microsoft Power BI Analyst \(PL-300\)](#)

## Summary

Certified Data Analyst with Over 5 years of experience in building scalable data pipelines, performing advanced analytics, and creating impactful dashboards. Skilled in Python, SQL, and cloud platforms like Azure and AWS, with hands-on expertise in ETL design, data wrangling, and machine learning for predictive insights. Proven ability to automate workflows, improve data reliability, and deliver actionable business intelligence using tools like Power BI, Tableau, and Adobe Analytics. Strong collaborator with Agile teams, ensuring timely and data-driven decision-making.

## Skills

- Programming & Scripting:** Python, SQL, PySpark, Spark SQL, Pandas, NumPy
- Data Engineering & ETL:** Azure Data Factory, ETL Pipelines, Star Schema Modeling, Data Wrangling, Data Validation, Metadata Documentation
- Machine Learning & Analytics:** Scikit-learn, TensorFlow, A/B Testing, Regression, Classification, Clustering, Forecasting, Trend Analysis
- Data Visualization & Reporting:** Power BI, Tableau, Google Data Studio, Adobe Analytics, Excel, Jupyter Notebooks
- Cloud & Platforms:** Microsoft Azure (Data Factory, Synapse, Blob Storage), AWS CloudWatch, Salesforce
- DevOps & Version Control:** Git, GitHub, Visual Studio Code
- Data Governance & Security:** Azure Key Vault, Azure RBAC, Data Lineage Tracking, Data Quality Checks
- Methodologies:** Agile, Scrum

## Experience

**CBRE, TX** **Mar 2025 - Present**  
Data Analyst II Dallas, TX

- Automated and optimized data transformation pipelines using Python, Pandas, and NumPy, reducing processing time and manual reporting effort by 40%.
- Built and maintained scalable ETL workflows using Azure Data Factory and Azure Synapse Analytics, improving data ingestion and enabling near real-time analytics.
- Developed interactive dashboards using Power BI and Google Data Studio to track key metrics such as user activity, system performance, and engagement trends.
- Conducted A/B and multivariate testing using Adobe Target, leading to a measurable 15% increase in feature usage after implementing recommended changes.
- Applied machine learning algorithms (regression, classification, clustering) using Scikit-learn to support trend analysis and forecasting, improving model accuracy by 22%.
- Performed comprehensive data wrangling and cleansing to address missing values, duplicates, and anomalies, resulting in a 30% improvement in data reliability.
- Utilized SQL and Python to extract, transform, and analyze large datasets, enabling timely delivery of insights to support business decisions.
- Ensured compliance with data privacy and security standards by implementing Azure Key Vault and RBAC for secure data access and encryption.

**Environment:** Python, Pandas, NumPy, SQL, Azure Data Factory, Azure Synapse, Azure Key Vault, RBAC, Adobe Target, Scikit-learn, Power BI, Google Data Studio

**Costco, TX** **Jun 2024 - Feb 2025**  
Data Analyst I Richardson, TX

- Conducted large-scale data processing and analysis using PySpark and Spark SQL, improving reporting performance by 30% across enterprise dashboards.
- Developed predictive models with TensorFlow to forecast user behavior, enhancing targeting accuracy and campaign performance by 25%.
- Built and maintained end-to-end ETL pipelines and implemented star schema models, resulting in a 35% improvement in query performance and dashboard responsiveness.
- Created executive Tableau dashboards and Adobe Analytics visualizations to monitor KPIs and performance, increasing stakeholder visibility by 50%.
- Led A/B testing and user behavior analysis using Adobe Target and Adobe Analytics, resulting in a 12% improvement in digital product conversions.
- Integrated Salesforce data with internal systems, improving segmentation accuracy by 20% and CRM performance tracking by 18%.

- Ensured data governance by developing metadata documentation, lineage tracking, and automated data quality checks, reducing discrepancies by 30%.
- Collaborated with Agile/Scrum teams, using GitHub for version control and accelerating feature delivery by 25% through iterative development.

**Environment:** Python, PySpark, Spark SQL, Pandas, NumPy, Tableau, TensorFlow, Adobe Analytics, Adobe Target, Salesforce, Azure Data Lake, GitHub, ETL, Star Schema, Agile/Scrum

## Value Momentum

**Jun 2019 - May 2022**

Jr. Data Analyst

Hyd, IND.

- Assisted in building ETL workflows using Python and SQL to extract and consolidate data from spreadsheets, APIs, and internal databases into clean reporting tables.
- Created automated data validation scripts using Pandas, improving accuracy of daily reporting by 25% and reducing manual data checks.
- Designed Excel-based and Power BI dashboards to track KPIs, user behavior trends, and system performance metrics, enabling faster stakeholder decisions.
- Wrote complex SQL queries for joins, aggregations, and filtering to support custom analysis and ad hoc reporting needs from cross-functional teams.
- Supported data cleaning activities such as identifying and fixing null values, duplicates, and outliers in source files to ensure high-quality datasets.
- Collaborated with analysts and engineers to document data dictionaries, business rules, and transformation logic for recurring reports and pipelines.
- Performed exploratory data analysis using Jupyter Notebooks and Python visualization libraries to uncover trends and anomalies in user-generated data.
- Participated in sprint planning and review sessions, contributing to backlog grooming, estimation, and QA of analytics features and reports.

**Environment:** Python, Pandas, SQL, Power BI, Excel, Jupyter Notebooks, Git, Visual Studio Code, Windows OS

## Education

**The University of Texas - Dallas, Richardson, TX**

**Aug 2022 - May 2024**

Master's, Business Analytics

**VIT University, India**

**Jun 2015 - Apr 2019**

Bachelor's, Electronics and Communications Engineering