AKSHITH REDDY K
DATA ANALYST

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SUMMARY

Results-driven **Data Analyst** with 3+ years of experience transforming raw data into actionable insights. Skilled in **SQL, Python, Power BI, Tableau, Snowflake, and AWS**, with a strong track record of building scalable ETL pipelines, optimizing queries, and developing dashboards that influence business decisions. Experienced across **telecom, finance, and e-commerce** industries, delivering measurable improvements in reporting efficiency, customer retention, and revenue growth. Adept at **data modeling, KPI reporting, A/B testing, and machine learning**. Recognized for bridging technical expertise with business strategy to drive measurable impact. **Passionate AI generalist, exploring ways to integrate emerging AI/ML techniques into analytics workflows to unlock smarter, faster decision-making.**

SKILLS

- **Programming & Tools:** SQL (SQL Server, MySQL), Python (Pandas, NumPy, Scikit-learn), Git, Excel (PivotTables, Macros)
- **Visualization & BI:** Power BI (DAX, Power Query), Tableau, Excel Dashboards
- **Cloud & Databases:** AWS (S3, Glue, Athena, Lambda, RDS), Snowflake (Data Warehousing, Data Modeling), ETL Automation, Real-time Data Integration
- **Data & ML Techniques:** ETL, EDA, KPI Reporting, A/B Testing, Data Transformation, Supervised ML Models
- **Collaboration Tools:** Jira, Confluence, Microsoft Teams, SharePoint, MS Office Suite (Word, Excel, PowerPoint, Outlook)
- **Soft Skills:** Analytical Thinking, Cross-Functional Collaboration, Stakeholder Communication, Documentation

EDUCATION

Sacred Heart University | Fairfield, CT, USA
Master of Science in Business Analytics (MSBA) | CGPA: 3.8/4 | Aug 2023 – Dec 2024

PROFESSIONAL EXPERIENCE

Singular Analysts Inc | Remote, USA
Data Analyst| Apr 2024 – Present

Client: Verizon (Feb 2025 – Present)
- Optimized **Snowflake SQL workflows**, reducing report execution time by 30% and enabling faster access to customer and performance insights.
- Automated **ETL pipelines** with Python and AWS Glue, cutting manual processing by 25% and improving overall data availability.
- Built **Power BI dashboards** tracking churn, CX, and KPIs, giving 100+ business users real-time visibility into customer behavior.
- Conducted **EDA on customer segments** to identify churn drivers and shape targeted retention campaigns.
- Designed and executed **A/B tests** on service plans, boosting adoption rates by 12% and influencing marketing strategies.
- Integrated **AWS S3, Athena, and Snowflake** to deliver real-time reporting with automated refresh cycles.
- Deployed **AWS Lambda alerts** for anomaly detection, improving reliability and reducing downtime.
- Partnered with **engineering, marketing, and operations teams** to align technical solutions with business priorities.

Singular Analysts - Core Project (Apr 2024 – Jan 2025)
- Applied **ML models (classification, forecasting)** with Python to improve fraud detection accuracy and predict revenue performance.
- Designed **SQL pipelines** for processing high-volume transactional data, ensuring accuracy and performance at scale.
- Automated **25+ recurring financial reports** using Power Query, VBA, and PivotTables, improving efficiency by 40%.
- Built **Power BI and Tableau dashboards** monitoring profitability, variance, and other executive KPIs.
- Developed **data reconciliation scripts** to validate and ensure consistency across multiple reporting systems.
- Presented **ML-driven insights** to finance teams, supporting accurate planning and decision-making.
- Maintained **Git-based workflows** to ensure reproducibility, version control, and smooth team collaboration.

Saras Analytics | Hyderabad, India
Data Analyst | Jan 2022 – Jul 2023
- Built **Power BI and Tableau dashboards** analyzing product performance, conversion funnels, and customer journeys across multiple markets.
- Conducted **SQL-based exploratory data analysis** on datasets with millions of records to uncover marketing and sales insights.
- Automated **recurring reports with Excel Macros and Power Query**, reducing manual effort by 35% and improving reporting timelines.
- Created **executive-level reports and presentations** in Excel, Word, and PowerPoint to support data-driven decision-making.
- Partnered with **marketing and product teams** to define KPIs and align reporting frameworks with business goals.
- Analyzed **funnel drop-offs and user engagement metrics**, leading to improved campaign ROI and customer retention.
- Documented **project workflows and reporting processes** in SharePoint and Confluence for team-wide collaboration.