Amala Bera

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WORK EXPERIENCE

Business Data Analyst   Nov 2021 – Dec 2023
Accenture | Hyderabad, India

- Collected, cleaned, and analyzed large-scale business data to uncover trends and guide decision-making.
- Designed and deployed interactive dashboards and automated reports using SQL and Tableau. Enabled real-time tracking of KPIs, reducing manual reporting by 30%.
- Collaborated closely with finance, marketing, and product teams to support cross-functional goals. Delivered tailored analytics that informed campaign strategies and budget planning.
- Supported enterprise-wide business intelligence strategies by integrating data sources and building ETL flows. Streamlined data accessibility and empowered self-service analytics across departments.
- Identified opportunities for cost savings and revenue growth through deep dive analytics. Delivered insights that contributed to a 20% boost in process efficiency and margin improvements.

Quality Analyst   Mar 2021 - Nov 2021
Accenture | Hyderabad, India

- Managed and Spearheaded content optimization for Google platforms, enhancing brand consistency and boosting engagement. Delivered high-volume assets with 98%+ accuracy.
- Streamlined end-to-end content workflows, slashing turnaround time by 98% through automation and SOP upgrades.
- Translated performance analytics into strategic content improvements. Utilized dashboards and KPIs to drive data-backed decisions and enhancements.
- Designed and executed onboarding programs for 50+ hires, reducing training time and accelerating productivity. Built comprehensive curricula covering tools, policies, and content standards.
- Led quality improvement initiatives that boosted content scores by 15% and ensured audit readiness. Established robust feedback systems and QA protocols across projects.

PROJECTS

Student Marks Predictor

- Built a regression model to predict academic performance based on attendance, study time, and previous grades.
- Achieved over 90% accuracy using Linear Regression with visual error tracking and evaluation metrics.
- Integrated CSV upload/download functionality and a performance report dashboard.
- Containerized the app using Docker and established a CI/CD pipeline to automatically rebuild and push images on updates.

Executive KPI Dashboard

- Built an interactive dashboard using Streamlit to visualize key performance indicators (KPIs) for business teams.
- Designed filters, pivot tables, and visual charts to assist stakeholders in strategic decision-making.
- Automated data refresh from MySQL and Excel sources, reducing manual report prep by 70%.
- Developed a complete data pipeline that extracted, cleaned, and visualized key performance indicators (KPIs) including sales, revenue, and ROI.

CERTIFICATIONS

Data Science & Analytics – hp Life   View credentials

Business Analytics with Excel - Simplilearn   View credentials

EDUCATION

Master of Computer Science – *Computer Science*   2024 – 2025
Auburn University at Montgomery (USA)

Bachelor of Computer Science – *Computer Science*   2019 – 2021
Chaitanya Deemed to be University (India)

SKILLS

Programming: Python (Pandas, NumPy, scikit-learn), SQL, Data Structures & Algorithms

Visualization & Analytics: EDA, Data Cleaning, Matplotlib, Seaborn, Plotly, Tableau, Excel (Pivot Tables, VLOOKUP)

Databases & Tools: MySQL, Data Pipelines, BI Reporting, KPI Dashboards, Revenue/Cost Analysis

Soft Skills: Analytical Thinking, Communication, Problem-Solving, Mentoring, Collaboration