

SUMMARY

Data Analyst with 3 years of experience in data extraction, transformation, and visualization to drive business performance. Proficient in SQL, Python, Excel, Power BI, and Tableau, with a focus on building scalable data pipelines and automating manual reporting tasks. Skilled in identifying data quality issues, performing root cause analysis, and optimizing processes through actionable insights. Experienced in developing predictive models and conducting cohort, funnel, and time-series analyses to support product, marketing, and operational strategies. Adept at data storytelling, KPI dashboards, and predictive analytics to drive decisions. Skilled in translating complex data into clear insights for stakeholders.

SKILLS

Data Analytics & Visualization Tools: SQL, Python (Pandas, NumPy, Matplotlib), Excel (Pivot Tables, Charts, VLOOKUP), Tableau, Power BI, Power Query, DAX

Statistical & Analytical Methods: Descriptive Statistics, Correlation Analysis, A/B Testing

Machine Learning Tools & Techniques: Regression Analysis, K-Means Clustering, ARIMA Forecasting, Time-Series Analysis, Customer Churn Prediction, Scikit-learn

Data Engineering & Processing: ETL Processes, Data Cleaning, Data Wrangling, SQL Querying

Database Technologies: MySQL, PostgreSQL, Snowflake, Data Warehousing

Cloud & Big Data Platforms: AWS (S3, RDS), Google Cloud Platform (BigQuery, Cloud Storage)

Business Intelligence & Reporting: KPI Dashboards, Data Interpretation, Insight Generation

Soft Skills: Problem-Solving, Analytical Thinking, Attention to Detail, Communication, Team Collaboration

PROFESSIONAL EXPERIENCE

Data Analyst, Target Corporation	May 2024- Present USA
<ul style="list-style-type: none">Designed and implemented interactive Tableau dashboards for store managers, enabling them to independently monitor daily sales and inventory, which led to reduction in reporting turnaround time.Analyzed promotional sales data using SQL, uncovering actionable insights that contributed to a 7% increase in product revenue during key sales events.Conducted customer segmentation analysis, working with over 500,000 customer profiles, which allowed the marketing team to optimize targeting and resulted in a 13% improvement in campaign engagement.Constructed and optimized ARIMA forecasting models to accurately predict demand for 50+ high-volume products, enhancing inventory planning and minimizing stockouts during peak sales cycles.Collaborated closely with stakeholders to understand reporting needs and ensure alignment with business requirements, maintaining a strong focus on data quality and delivering insights in Agile sprints.Delivered ad hoc pricing analysis for product lines, helping refine pricing strategies and contributing to a 6% increase in overall margins for seasonal promotions.	
Data Analyst, Deloitte	Aug 2021- Jul 2023 India
<ul style="list-style-type: none">Extracted, cleaned, and processed large datasets (over 500GB) from client systems using SQL, streamlining data analysis for audit and compliance purposes and reducing data preparation time by 23%.Automated key reporting processes using Python, saving over 10 hours per month for the data team and improving the timeliness and accuracy of monthly financial reports.Built real-time dashboards in Tableau for senior management, enabling quick decision-making based on weekly operational data, which improved report utilization across the executive team.Applied clustering techniques (K-Means) to identify at-risk customer segments, contributing to a customer retention initiative that lowered churn by 10% over a two-quarter period.Developed compliance tracking systems to support regulatory audits, leading to successful completion of two consecutive audits with zero discrepancies.Assisted with the design and implementation of key performance indicators (KPIs) for clients, improving internal reporting accuracy and increasing client satisfaction with data-driven insights.Led cross-functional workshops with clients to define and refine business requirements, strengthen stakeholder communication, and uphold data quality standards, all within an Agile project framework.	

PROJECTS

AI-Driven Financial Fraud Detection System Python, SQL, Snowflake, Apache Airflow, AWS Lambda, Power BI
<ul style="list-style-type: none">Built a real-time fraud detection system using anomaly detection, improving fraud detection accuracy to 98%.Automated ETL workflows using Apache Airflow and connected them to Snowflake for smooth data processing.Deployed the detection model on AWS Lambda, cutting manual review time by 40%.
Telecom Customer Churn Prediction Python, Scikit-learn
<ul style="list-style-type: none">Created a machine learning model to predict customer churn with 92% accuracy.Cleaned and prepared data, selected features, and tested different models to improve results.Shared insights with the team to support better customer retention strategies.

EDUCATION

Masters in Information Technology (GPA: 3.93 / 4.00)	
University of Cincinnati, OH	Aug 2023 - Dec 2024
Bachelors in Information Technology	
Lakireddy Bali Reddy College of Engineering, AP	Jul 2019- Apr 2023

CERTIFICATIONS

- AWS Certified Solutions Architect– Associate**
- Google Data Analytics Professional Certificate**