

ASHRITHA KANDAKATLA

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SUMMARY

Detail-oriented and results-driven Data Analyst with over 1 year of experience cleaning, validating, and analyzing complex datasets to support business decision-making. Proficient in SQL, Excel (advanced functions, PivotTables, Power Query), and SSRS for building automated, user-friendly reports and dashboards. Skilled in data standardization, post-migration integrity checks, and troubleshooting discrepancies across systems. Experienced in gathering business requirements, collaborating with cross-functional teams, and delivering actionable insights through data-driven reporting. Adept at documenting best practices, improving data collection processes, and responding to ad hoc reporting needs in fast-paced environments.

EDUCATION

Lawrence Technological University

2025

Master's, Business Data Analytics (GPA: 3.6)

- **Coursework:** Advanced SQL & Data Warehousing, Statistical Modeling, ETL Processes, Data mining & Predictive analysis, Visualisation

ICFAI University

Aug 2019 - May 2022

Bachelor's, Business Administration

- **Coursework:** Business Statistics, Marketing Analytics, MIS, Excel for Data Analysis, Managerial Economics

EXPERIENCE

Lawrence Technological University | Research Assistant

Sep 2024 - Dec 2024

- Performed detailed statistical analysis on voting patterns and education levels using Python (pandas, seaborn) and SQL to extract actionable insights, aligning with data quality improvement initiatives.
- Developed automated dashboards and data visualizations using Tableau and Excel (pivot tables, VLOOKUP, macros) to illustrate multivariate trends, supporting strategic decision-making.
- Utilized SQL and relational databases to validate data accuracy, executing rigorous quality checks and documenting procedures to ensure consistent and reliable research workflows.

Plushkins Toys LLP | Business Analyst

Apr 2022 - Jun 2023

- Conducted comprehensive market research using SQL and Excel to analyze industry reports, competitor strategies, and customer demographics, enabling data-driven decision making and increasing lead targeting efficiency by 25%.
- Strengthened client engagement through targeted communications via HubSpot and Mailchimp, improving lead segmentation and conversions by 18%, while aligning campaigns through insights derived from reporting tools like TimeSolv and Power BI.
- Coordinated the ISRO Merchandising Project by collaborating with cross-functional teams, leveraging actionable insights from sales and customer data to guide branding, which led to a 30% boost in brand engagement.
- Designed and implemented procurement strategies using Excel (Advanced functions, PivotTables, VLOOKUP, Power Query), Power BI, and Microsoft Access, ensuring data validation, vendor compliance, and achieving a 15% cost reduction through ETL and automated reporting.
- Built and automated dashboards using Power BI, SSRS, and SQL/Python, reducing manual reporting by 20% and lowering errors by 30%, while delivering solutions for non-technical stakeholders. Applied A/B testing to evaluate strategies and optimize decisions through data-driven insights.
- Utilized AWS for data storage and processing, and managed version control via Git/GitHub, improving pipeline reliability and team collaboration efficiency by 25%.

HAP GEN | Business Development Sales Intern

May 2020 - Dec 2020

- Contributed to a 20% increase in qualified leads by analyzing market trends and tailoring outreach strategies, collaborating closely with cross-functional teams to align efforts under tight deadlines..
- Supported sales with pitch decks and deal closures, driving a 15% boost in conversion rates, while maintaining confidentiality of sensitive client data..
- Created automated dashboards and reports using Excel (advanced functions including VLOOKUP), PowerPoint, and Salesforce, enhancing data quality and enabling data-driven decision making. Regularly worked with cross-functional stakeholders to gather business requirements.

PROJECTS

Political Sentiment Topic Analysis (R)

- Collected and analyzed 15K+ posts from Twitter, Reddit, and news sites to assess sentiment toward U.S. political figures using R.
- Applied AFINN lexicon, Random Forest, and LDA to detect sentiment trends and topics; found event-driven shifts, 0.65 correlation with polling data.

Sales Performance Dashboard (SQL + Tableau)

- Queried 3M+ retail transactions using SQL to extract KPIs such as revenue, CLV, and discount impact.
- Built an interactive Tableau dashboard with dynamic filters and region-wise visuals, enabling executives to boost sales by 12%.

Heart Disease Risk Prediction (Python)

- Used a dataset of 67K patient records to build a KNN classifier (K=7) predicting 10-year heart disease risk; achieved 83.25% accuracy.
- Identified low recall on positive class; recommended SMOTE, logistic regression, and feature engineering to improve minority-class detection.

SKILLS

- **Analysis & Visualization Tools:** MS Office, Power BI, Tableau, Microsoft Excel, Looker, Visio, Hadoop, Google Analytics, Anaplan, VLOOKUP, Pivot tables, Alteryx, Salesforce, Hubspot
- **Programming Languages:** SQL, Python, R, SPSS, Java, SAS, SAP
- **Database Management Systems:** Microsoft SQL Server, PeopleSoft, MySQL, Oracle, PostgreSQL, NoSQL, SSRS, SSIS, MongoDB
- **Cloud Services:** Snowflake, Microsoft Azure, AWS, Google Cloud Platform (GCP), Azure Dev Ops

CERTIFICATIONS

- Google Analytics Certification
- HubSpot Inbound Marketing Certification
- Microsoft PL-300: Power BI Data Analyst Associate
- McKinsey Forward Learning Program (Business Fundamentals Track)