BALAJI POTHALA

Hyderabad, Telangana | Phone.no: +91 7815943275 | balajipothala213@gmail.com
|https://www.linkedin.com/in/balaji-pothala/

Summary

Focused and goal-oriented B.Tech (AI & ML) graduate with a strong passion for data analytics and a keen interest in building a successful career in the data domain. Possesses a sound understanding of SQL, Tableau, Excel, Python, and Power BI, with a demonstrated ability to analyze and interpret complex datasets to drive informed decisions. Skilled in data visualization, KPI analysis, and building interactive dashboards to support data-driven decision-making.

EDUCATION

Bachelor of Technology (B.Tech) in Artificial Intelligence & Machine Learning
Kakinada Institute of Engineering and Technology | 2020 – 2024

Intermediate (M.P.C)
Sri Aditya Junior College | 2018 - 2020

SSC (10th Grade)
Sri Vivekananda High School | 2017 - 2018

SKILLS

- **Programming Languages:** Python, SQL
- **Data Visualization:** Power BI, Tableau
- **Tools & Technologies:** Excel

PROJECTS

Retail Sales Performance Dashboard

Objective: Developed a financial reporting dashboard to analyze revenue, expenses, and profitability trends.

- Tools Used: Power BI, DAX, Data Analysis.

- Key Metrics: Revenue Growth, Profit Margins, Cash Flow Trends, Variance Analysis

- Data Analysis: Assessed sales performance based on Fat Content, Item Type, Outlet Size, Outlet Location, and Establishment Age.

- Visualizations Used: Donut Chart (Total Sales by Fat Content), Bar Chart (Total Sales by Item Type), Stacked Column Chart (Fat Content by Outlet), Line Chart (Total Sales by Outlet Establishment), Pie Chart (Sales by Outlet Size), Funnel Map (Sales by Outlet Location), Matrix Card (All Metrics by Outlet Type).

- Impact: Provided data-driven recommendations to enhance sales strategies, improve outlet performance, and optimize product positioning. Improved sales forecasting accuracy by 20% using Power BI dashboards.

- **Electric Vehicle Market Analysis**

- Conducted an end-to-end analysis of electric vehicle (EV) data using Power BI to evaluate market trends, technological advancements, and consumer preferences.

- Developed interactive dashboards and visualizations to present key insights, including:

- Total Vehicles by Model Year (2010 onwards): Line/Area chart to showcase growth trends in EV adoption.

- Total Vehicles by State: Map chart to highlight geographical distribution and identify states with the highest EV adoption rates.

- Top 10 Vehicles by Make and Model: Bar chart and treemap to analyze market dominance and consumer preferences.

- CAFV Eligibility: Pie/Donut chart to evaluate the impact of Clean Alternative Fuel Vehicle (CAFV) incentives on EV adoption.

- Calculated KPIs such as total vehicles, average electric range, and market share of BEVs (Battery Electric Vehicles) and PHEVs (Plug-in Hybrid Electric Vehicles).

- Provided actionable insights to stakeholders, enabling data-driven decision-making for market strategies.

CERTIFICATION

- Data Analytics Course - Frontlines Media
- HackerRank SQL Intermediate Certificate – HackerRank

SOFT SKILLS

- Strong communication and presentation skills

- Active listening and teamwork

- Attention to detail and problem-solving

- Creativity in data visualization and storytelling