BHARATH THATIPAMULA

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Education

University of Cincinnati <div align="right">**Apr 2024**</div>
Master of Science, Major: Information Systems; Minor: Data Analytics (GPA: 3.86/4.0) <div align="right">*Cincinnati, Ohio*</div>
Relevant Coursework:Data Visualization,Data Mining for BI, IS Project Management, Database Management, IT Management, Big Data,IS Security, Enterprise Resource Planning

Experience

Skill Lync <div align="right">**Apr 2022 – Aug 2022**</div>
Business Systems/Intelligence Analyst <div align="right">*Hyderabad, Telangana*</div>

- Conducted in-depth analysis of customer data using SQL and Power BI, resulting in identification of customer segmentation patterns and driving targeted marketing campaigns, leading to a 10% increase in customer engagement
- Developed customized dashboards for CPG data in Tableau to effectively communicate key performance indicators (KPIs), metrics, and trends to stakeholders
- Developed ETL data pipelines using Python resulting in a 40% decrease in processing time by extracting large volumes of retailer data from various sources including Salesforce CRM, DBs to the Enterprise Data warehouse
- Collaborated with stakeholders to define key performance indicators (KPIs) and established data-driven metrics for monitoring business performance, resulting in improved visibility and strategic decision-making at both operational and executive levels.
- Performed exploratory data analysis (EDA) on customer purchasing patterns, sales trends, and inventory data to identify key insights and opportunities for improvement
- Improved database efficiency by optimizing SQL queries, resulting in reduction of query execution time and increasing report generation speed
- Transformed raw data into visually appealing reports and presentations using Excel and PowerPoint, enhancing the understanding of complex datasets among non-technical stakeholders

Byjus <div align="right">**Jan 2020 – Apr 2022**</div>
Business Data Analyst <div align="right">*Hyderabad, Telangana*</div>

- Employed advanced SQL queries and data visualization techniques in Tableau to generate actionable insights for clients, leading to a notable improvement of 40% in client satisfaction ratings
- Designed custom reports for senior management by directly querying product databases using SQL, resuting in a significant increase of 30% in the efficiency and accuracy of the reporting process
- Utilized advanced DDL/DML scripting techniques to efficiently manipulate and update data in multiple databases, leading to a notable increase in data accuracy
- Implemented database constraints to ensure data integrity and quality, resulting in reduction of errors during data processing
- Built SQL queries to perform analysis aimed at identifying data trends and anomalies across management and clients, and worked with clients to determine appropriate corrective action
- Spearheaded data validation on production datasets using advanced SQL queries to improve the data accuracy and reduced query run-time by 25%
- Performed support and knowledge transfer to co-workers and stakeholders via documents and presentations

Projects

Data Visualization | *Python, Tableau* <div align="right">**Jan 2023 – Feb 2023**</div>

- Built a dynamic and interactive COVID vaccine tracker to monitor the global vaccination program's performance.
- Identified trends, patterns, insights and created business intelligence dashboards using Tableau
- Leveraged Tableau's robust features to create insightful data visualizations and interactive dashboards.
- Demonstrated proficiency in Tableau by embedding multiple advanced features to enhance user experience and data analysis.

ETL Project | *Python, Apache Airflow, AWS EC2, AWS S3, VSCode* <div align="right">**Jan 2023 – Feb 2023**</div>

- Extracted data from Twitter API and performed sentimental analysis on it with the help of Python
- Created a data pipeline with the help of Airflow for ETL process
- Used EC2 instance to launch Airflow and S3 bucket to store the final output

Technical Skills

Languages: Python (Pandas, NumPy, Matplotlib, Seaborn), R, SQL (MySQL, Postgres, SQL Server)
Visualization Tools: Tableau, Power BI, SAP Analytics Cloud
Technologies/Frameworks: GitHub, Apache Airflow, AWS (EC2, S3), Spark, Databricks, Docker