BHAVITH AKULA

+1 (775) 471-3804 | linkedin.com/in/bhavithakula | Strategic and detail-driven Business Analyst with 3+ years of experience in leveraging data analytics, ETL development, and dashboard reporting to deliver actionable insights across manufacturing, healthcare, and retail domains. Skilled in Power BI, Tableau, Python, SQL, AWS, and SSIS, with a track record of improving operational efficiency, enhancing customer engagement, and delivering high-impact data solutions. Adept in Agile environments with strong communication skills, stakeholder collaboration, and predictive modeling expertise. | New Shirdhi Sai Agencies (Texmo Industries), Tirupati, India Sep 2021 – Jul 2023

PROFESSIONAL SUMMARY

PROFESSIONAL EXPERIENCE

Business Analyst – Data Integration & Visualization

Designed and deployed interactive dashboards using Power BI, Tableau, and QlikView to monitor customer retention, SLA compliance, and infrastructure performance.
Spearheaded churn analysis and campaign optimization, contributing to a 14% improvement in retention metrics.
Engineered and scheduled ETL pipelines using SSIS, Informatica, and SQL Server, boosting operational efficiency by 22%.
Authored UAT scripts and conducted training sessions to onboard technical and non-technical users across business units.
Created metadata-driven ETL validation checklists to support QA teams in maintaining data accuracy.
Key Focus:
Performance benchmarking for operations using statistical analysis

Developed a metadata-driven ETL validation checklist for the QA team

ACADEMIC PROJECTS & TECHNICAL WORK

Conagra Predictive Sales Modeling
Developed machine learning regression models in Python to forecast regional dollar sales with 75% accuracy.
Integrated and engineered features from SKU attributes, packaging metadata, and regional indicators using Jupyter Notebooks.
Generated insightful recommendations on SKU performance and packaging efficiency to support executive product planning.
Customer Segmentation – K-Means Clustering (Retail)
Applied K-Means clustering to a 99,000+ record dataset to segment customers by spending behavior and product affinity.
Conducted EDA and preprocessing using Pandas, Matplotlib, and Seaborn to inform targeted marketing campaigns.

AI in the Construction Industry – Research Case Study
Researched AI applications in project management, automation, generative design, and predictive quality control.
Assessed business implications, privacy risks, and sustainability impacts across the construction sector.

MeddGGenius Unified Data Platform (Healthcare)
Architected a HIPAA-compliant AWS cloud data platform for healthcare analytics and IoT monitoring.
Developed real-time data pipelines and predictive models to support diagnostics and imaging automation.

EDUCATION

Master of Science in Business Analytics & Artificial Intelligence

The University of Texas at Dallas May 2025

Bachelor of Commerce

Gandhi Institute of Technology and Management, Visakhapatnam Sep 2021

CERTIFICATIONS

Salesforce Certified Administrator – Salesforce, Apr 2025

Excel Basics for Data Analysis – IBM, Apr 2025

Introduction to Business Analysis – IBM, Apr 2025

Preparing Data for Analysis with Excel – Microsoft, Apr 2025

TECHNICAL SKILLS

Languages & Tools: Python, R, SQL, Git, Excel (Advanced)
Visualization Tools: Power BI, Tableau, QlikView

ETL & Data Engineering: SSIS, Informatica, SQL Server, Oracle

Analytics & Modeling: Predictive Modeling, Statistical Analysis, Forecasting, Clustering
Platforms & Cloud: AWS, Jupyter, Qualtrics (Basic)
Core Skills: Data Integration, Data Cleaning, KPI Dashboards, Agile Delivery, Data Migration, Stakeholder Communication

ACHIEVEMENTS

Excellence Scholarship Recipient – The University of Texas at Dallas