Sahitya Chekka

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PROFESSIONAL EXPERIENCE

Deloitte Touche Tohmatsu – Associate Analyst   Jun 2022 - Dec 2023
- Developed and managed interactive customer dashboards and reports using Tableau that provided actionable insights, drove product decisions, and prioritized initiatives.
- Automated reporting processes, improving accuracy by 14% and efficiency by 32% in data handling and presentation.
- Collaborated with cross-functional teams, including product managers and engineers, to integrate data-driven conclusions into strategic planning and execution.
- Conducted in-depth financial analyses utilizing SAP, Swift, and ServiceNow tools to support decision-making and enhanced operational efficiencies.

RV Global Solutions - Analyst   Feb 2021 – May 2022
- Leveraged Power BI to analyze consumer behavior data, identifying high-converting customer segments that led to a 20% increase in lead generation.
- Provided trend visualizations and KPI indicators based on client's requirements.
- Managed financial reporting tasks and utilized QuickBooks for effective data management, contributing to operational improvements by 85%.
- Created detailed data reports that guided business development and marketing strategies, fostering relationships across teams.

I Cake You - Founder and Business Owner   Nov 2019 – Feb 2021
- Designed and executed data-driven marketing strategies that increased business orders by 30%, demonstrating the application of BI concepts in real-world scenarios.
- Utilized analytics to track sales performance and customer engagement, refining strategies based on insights gained.
- Developed and managed CRM systems to optimize customer interactions and enhance retention, demonstrating operational capability improvement.

Metamorphosis Edu - Management Intern   Jul 2019 – Oct 2019
- Engaged with entrepreneurs, investors, and mentors to support student development, demonstrating a collaborative approach in a mentorship role.
- Facilitated educational sessions on entrepreneurship, enhancing student engagement through ideation and practical challenges.

PROJECTS

Sales Performance dashboards
Developed a comprehensive sales performance dashboard using Tableau and integrated data from multiple sources such as CRM systems, sales records, and market research.

Operational Efficiency Analysis
Analyzed operational data to identify bottlenecks and inefficiencies within business processes. Used Power BI DAX expressions to formulate aggregates and visualize insights using custom BI visualizations. Leveraged SQL transformations for data extraction, optimizing query performance, and speeding up processing by 25%.

EDUCATION

Master's in Business Analytics (3.66/4.0)   Jan 2024 - Exp. Dec 2025
University of North Texas

Bachelor of Business Administration (9.14/10)   2018 - 2021
St. Mary's Degree College

CERTIFICATIONS

- Snowflake schema and Power BI by Microsoft
- Choosing the Right Schema for Data Analysis by IBM
- Prepared, Cleaned, Transformed, and loaded data using Power BI with the guided project by Coursera
- Python for Data Science, AI & Development by IBM
- Databases and SQL for Data Science with Python
- Tableau Business Intelligence Analyst Professional Certificate
- Data Visualization and Dashboards with Excel and Cognos by IBM