# DEEPIKA PRIYA K

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## SUMMARY

- Data Analyst with strong Python, SQL, Power BI, and Tableau skills and hands-on experience in data cleaning, EDA, and dashboard development.
- Currently working as a Software Engineer focused on SQL-driven data operations, reporting automation, and data quality improvement.
- Built end-to-end analytics and ML projects across retail, HR, and customer support domains.

## PROJECTS

**Supermart Grocery Sales Analysis** (*View Project*)

### Python · SQL · Power BI
- Cleaned and analyzed retail sales data to uncover customer behavior, product performance, and seasonal demand trends.
- Built interactive Power BI dashboards to visualize KPIs including **Sales, Profit, Discount Impact, and Regional Performance**.
- Applied time-series forecasting techniques to estimate future sales trends for business planning.
- Documented and published the project with code, datasets, and dashboards on GitHub.

**IBM HR Analytics — Employee Attrition & Performance** (*View Project*)

### Python · SQL · Tableau · Machine Learning

- Designed an end-to-end HR analytics workflow to identify attrition drivers and support data-driven retention strategies.
- Performed data cleaning, EDA, and feature engineering using **Pandas and NumPy**.
- Built and evaluated ML models (**Logistic Regression, Random Forest, XGBoost**) achieving **84% accuracy** in predicting employee churn.
- Identified key attrition drivers such as overtime, low satisfaction, early tenure, and compensation factors.
- Created Tableau dashboards to visualize employee trends and actionable HR insights.

**Customer Support Ticket Satisfaction Analysis (NLP & Machine Learning)** (*View Project*)

### Python · Pandas · Scikit-learn · XGBoost · SentenceTransformers · SHAP
- Analyzed customer support tickets to identify drivers of dissatisfaction and predict low ratings.
- Engineered features such as **first response time** and **resolution time** to measure service efficiency.
- Applied NLP using **MPNet (SentenceTransformers)** for ticket text embeddings.
- Built and evaluated ML models; **XGBoost achieved best precision–recall balance**.
- Used **SHAP** to explain predictions and derive SLA and ticket prioritization insights.

## TECHNICAL SKILLS

**Programming & Databases:** SQL (Oracle/MySQL), PL/SQL, Python, NoSQL (Basic)

**Data Analysis:** EDA, Data Cleaning, Data Validation, Statistical Analysis, Reporting, Forecasting

**ML & NLP:** Scikit-learn, XGBoost, SentenceTransformers, SHAP

**Visualization & Tools:** Power BI, Tableau, Excel, Power Query, Git, Jira

**Software Engineering Exposure:** SQL/PLSQL data operations, reporting automation, workflows, data quality checks (MetricStream)

## EXPERIENCE

### Software Engineer
**Probuddy Software Solutions | Oct 2024 – Present | Bangalore, India**

*Role centered around SQL-driven data operations, reporting, workflow automation, and data quality management.*
- Performed large-scale **SQL/PLSQL data extraction, validation, and correction**, improving accuracy of reporting across MetricStream modules.
- Identified data-quality gaps and implemented fixes that reduced recurring reporting errors.
- Designed and customized **reports, dashboards, and automated email templates**, enabling teams to access real-time metrics.
- Built and optimized **workflow logic and business rules**, reducing manual work and improving process efficiency.
- Supported **data migration**, including cleansing, mapping, and validation across environments.

### Software Engineer - Intern
**Probuddy Software Solutions | Apr 2024 - Sep 2024 | Bangalore, India**
- Assisted in SQL/PLSQL tasks for data extraction, correction, and report preparation.
- Helped design and validate **forms, workflows, and dashboards** used to track internal KPIs.
- Contributed to data migration processes, ensuring clean and consistent datasets.
- Resolved data-quality issues through analysis and debugging.

## CERTIFICATIONS

- **30-Day Data Analyst Internship – NoviTech R&D**
  (Python, SQL, Excel, Power BI, Tableau, ML Basics) – (***View Certificate***)

- **3-Month Data Analyst Internship – UMAD (Unified Mentoring & Advanced Development)** (In Progress)

## EDUCATION

**Bachelor of Information Technology**
PSNA College of Engineering and Technology (PSNACET)
2019 – 2023 | Dindigul, Tamil Nadu

## INTERESTS

Data Visualization • Problem-Solving • Machine Learning Concepts • New Technologies