

DEEPIKA PRIYA K

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SUMMARY

- Data Analyst skilled in Python, SQL, Power BI, Tableau, and Excel with hands-on experience in data cleaning, EDA, reporting, and dashboard development.
- Software Engineer delivering SQL-driven data operations, workflow automation, and data quality improvements.
- Completed multiple end-to-end analytics projects in retail, HR analytics, and customer behavior.
- Passionate about transforming raw data into actionable insights and pursuing a full-time Data Analyst role.

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 patterns.
- Built interactive dashboards in Power BI to visualize KPIs such as Sales, Profit, Discount Impact, and Region-wise performance.
- Applied forecasting methods 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 · ML

- Designed an end-to-end HR analytics workflow to identify attrition drivers and support data-based retention strategies.
- Performed data cleaning, EDA, and feature engineering using Pandas & NumPy.
- Developed ML models (Logistic Regression, Random Forest, XGBoost) achieving **84% accuracy** in predicting employee churn.
- Identified key attrition patterns (overtime, low satisfaction, early-tenure employees, low pay).
- Created final dashboards in Tableau to visualize employee trends and insights.

TECHNICAL SKILLS

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

Python Libraries: Pandas, NumPy, Matplotlib, Seaborn

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

Tools: Power BI, Tableau, Excel, Power Query, VBA, Git, Jenkins, Jira

Machine Learning: Supervised & Unsupervised Learning (Basics)

Software Engineering Skills: MetricStream App Studio, Workflows, Forms, Business Rules, Low-Code / No-Code

Other: Analytical Thinking, Problem-Solving, Requirement Understanding

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.
- Collaborated with cross-functional teams to analyze requirements and troubleshoot data issues.

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