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 with hands-on experience in SQL-driven data operations, reporting automation, and data quality improvement.
- Built end-to-end analytics and machine learning projects with clear business impact across HR, customer support, and operations domains.

PROJECTS

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 on hold-out test data.
- 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.
- 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 service efficiency and ticket prioritization insights.

Uber Trip Demand Forecasting using Machine Learning & AWS (*View Project*)

Python · SQL · Tableau · Machine Learning · AWS
- Built an end-to-end daily trip demand forecasting system using historical Uber trip data.
- Performed feature engineering with lag features and rolling statistics to capture time-based demand patterns.
- Trained regression models achieving low MAE and high prediction accuracy.
- Stored forecasts in **AWS DynamoDB** and built a **Tableau operational dashboard** to support fleet allocation and weekday demand planning.

TECHNICAL SKILLS

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

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