

# DEEPIKA PRIYA K

Bangalore, India • +91 96777 08257

[deepikapriyak30@gmail.com](mailto:deepikapriyak30@gmail.com) • [LinkedIn](#) • [Portfolio](#) • [GitHub](#)

## SUMMARY

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- Data Analyst with strong SQL and Python expertise, experienced in data modeling, dashboard development, and business-driven analytics.
- Currently working as a Software Engineer handling SQL-driven data operations, data quality checks, and automated reporting.
- Hands-on experience delivering business insights through HR and operations analytics projects using SQL, Excel, Power BI, and Tableau.

## PROJECTS

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### IBM HR Analytics - Employee Attrition Analysis ([View Project](#))

- Performed data cleaning and transformation using SQL and Python.
- Designed a relational data model and built SQL views to consolidate multi-table HR datasets for analytics.
- Built interactive Power BI dashboards with DAX-based KPIs (Attrition Rate, Average Monthly Income, Average Tenure).
- Identified key attrition drivers including Overtime, Low Job Satisfaction, Poor Work-Life Balance, and employees in early tenure stages.

### Uber Trip Demand Analysis ([View Project](#))

- Performed exploratory data analysis using SQL and Python to identify daily and weekly demand patterns.
- Engineered time-based features (day of week, lag, rolling averages) for demand forecasting.
- Built interactive Tableau dashboards to monitor actual vs predicted trips and forecast errors.
- Generated insights to optimize fleet allocation and improve operational planning.

## TECHNICAL SKILLS

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**SQL:** Oracle, MySQL, Joins, Subqueries, Window Functions

**Visualization:** Power BI, Tableau, Excel

**Programming:** Python (Pandas, NumPy)

**Data Analysis:** Data Cleaning, EDA, Reporting, KPI Analysis

**Basic ML:** Logistic Regression, Tree-based Models

## EXPERIENCE

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### Software Engineer

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

- Performed **SQL/PLSQL data extraction, validation, and correction** to improve reporting accuracy across MetricStream modules.
- Identified **data-quality gaps** and implemented fixes to reduce recurring reporting errors.
- Designed and customized **reports, dashboards, and automated email templates** for real-time metrics access.
- Built and optimized **workflow logic and business rules**, reducing manual effort and improving process efficiency.
- Supported data migration including cleansing, mapping, and validation across environments.
- Ensured **accurate, clean, and reliable data** to support analytics and reporting workflows for business users.

### Software Engineer - Intern

**Probuddy Software Solutions | Apr 2024 - Sep 2024 | Bangalore, India**

- Assisted with **SQL/PLSQL data extraction, correction, and report preparation**.
- Helped design and validate **forms, workflows, and dashboards** for tracking internal KPIs.

- Supported **data migration and validation**, ensuring consistent datasets.
- Resolved **data-quality issues** through analysis and debugging.

## CERTIFICATIONS

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- 3-Month Data Analyst Internship – UMAD (Python, SQL, Excel, Power BI, Tableau)
- 30-Day Data Analyst Internship – NoviTech R&D (Python, SQL, Excel, Power BI, Tableau, ML Basics)

## EDUCATION

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### Bachelor of Information Technology

PSNA College of Engineering and Technology (PSNACET)

2019 – 2023 | Dindigul, Tamil Nadu