DIVYA SHOBANA KODALI

**Dallas , TX | 469-996-8566 | kodalidivya99@gmail.com**

# Education

**University Of Houston, MS Business Analytics**

Major: Business Analytics | Minor: Machine Learning

# R.M.D Engineering College , BE Computer Science

Major: Computer Science | Minor: Analytics

## Technical Skills

**Computer Languages:** Machine learning with Python, SQL, R, C, C++, Java

**Computer Software & Tools:** AWS, JIRA, Matplotlib, Tidyverse, Tableau, PowerBI, Agile, MS Office

**Statistical Techniques:** Predictive Modeling, Forecasting, Risk Analysis, Data Warehousing, Text Analysis, Regression Testing, Data Modelling, Data Integration, Automation Testing

**Certifications:** AWS Fundamentals (AWS), Image Data Augmentation, Performing Data Aggregation using SQL **Experience**

# Bank Of America | Aug 2023 - Present

# Business Analyst

* Conducted data analysis and created dashboards using Tableau and Power BI, leading to a 20% improvement in reporting efficiency.
* Led **requirement gathering** sessions with stakeholders to define business needs and translate them into **technical specifications** for data-driven solutions.
* Designed **business intelligence (BI) dashboards** in Tableau and Power BI, improving reporting efficiency by 20%.
* Wrote and optimized **SQL queries** for data extraction, validation, and reporting, contributing to a 15% reduction in operational costs.
* Developed **predictive analytics models** using Python and R, increasing forecast accuracy by 10%.
* Conducted **QA testing** to validate data accuracy and functionality of business reports.
* Collaborated with engineering teams to **integrate data from multiple sources** into a unified **data warehouse**.
* Managed **JIRA-based Agile sprints**, tracking project progress, prioritizing backlog items, and ensuring timely deliverables.

## American Express | April 2022 – May 2023

## Junior Business Analyst

* Conducted **data collection, cleaning, and preprocessing** to ensure integrity and accuracy for analytical use.
* Assisted in **system modeling** for research projects by analyzing datasets and creating predictive models.
* Conducted **gap analysis and process improvements**, streamlining business operations and improving system efficiency.
* Developed and maintained **SQL-based ETL processes** to support data integration across multiple platforms.
* Created business reports and **dashboards for market trend analysis**, facilitating data-driven decision-making.
* Conducted **hypothesis testing** and performed risk analysis to support financial forecasting.
* Conducted **UAT and regression testing** to validate new system functionalities.
* Assisted in defining and prioritizing requirements for **system enhancements and data integration projects**.

## Akshaya Informatics | Aug 2020 – May 2021

## Data Analyst Intern

* Led and managed **multiple tasks across concurrent projects**, balancing priorities effectively.
* Designed **Tableau dashboards** for KPI tracking, improving visibility into key business metrics.
* Conducted **customer segmentation analysis** using clustering algorithms, supporting targeted marketing efforts.
* Led **data validation and QA testing**, ensuring the accuracy of analytical results.
* Collaborated with teams to implement **business intelligence solutions**, reducing customer acquisition costs by 10%.

## Tectoro| May 2019 – Jan 2020

## Business Analyst Intern

* Led **requirement analysis** sessions to define business objectives and technical constraints.
* Created and maintained **SQL queries** for data extraction, improving retrieval efficiency by 20%.
* Developed and maintained BI **dashboards for key metrics**, reducing reporting time by 30%.
* Conducted **exploratory data analysis (EDA)** and provided actionable insights to optimize marketing campaigns, increasing revenue by 5%.
* Worked cross-functionally to **define KPIs, forecast product outcomes**, and prioritize feature investments.
* Composed and optimized **SQL queries** to extract and analyze substantial datasets, thereby providing valuable business insights.
* Conducted exploratory data analysis and provided actionable insights to inform marketing campaigns, contributing to a **5% revenue increase**.
* Built SQL queries to extract and manipulate large datasets, improving data retrieval efficiency by **20%**. **Projects**

* **CLABSI Analysis**

Texas Children's Hospital analysis of CLABSI was conducted through to draw conclusions from the data and created metrics, visualizations, and reports. Applied probabilistic sampling approaches and carried out basic random sample and stratified sampling techniques. To forecast the goal, used machine learning models such as logistic regression, the Random Forest Model, SVM, and neural networks.

* **Brain Tumor Detection**

Using GLCM and KNN classifiers in the domain of Data Science, I developed and designed Brain Tumor detection using Python Tools & Technologies and accomplished the project successfully.

* **Employment Change Rate in the USA**

Executed quantitative analysis on the dataset using a relational database - PostgreSQL, and displayed it using Tableau. Overall, employment increased from 2010 to 2019, however there was a drop in 2020 due to covid-19.