Mounika

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[7396584321]

Objective:

Highly motivated and skilled Data Analyst with over 3 years of experience in extracting, analyzing,

and interpreting data to drive business insights and support decision-making. Proficient in data

manipulation, visualization, and statistical analysis. Seeking to leverage my expertise to contribute to

the success of a dynamic organization.

Education:

Masters of Technology

[NIET, Hyderabad]

[2018]

Professional Experience:

Data Analyst

[Vyaapak information systems], [Hyderabad, State]

[01.07.2022] - [31.07.2023]

Analyzed large datasets using SQL queries and Python to identify trends, patterns, and anomalies,

resulting in data-driven insights for optimizing marketing strategies and enhancing customer

acquisition.

Developed and maintained automated dashboards in Tableau, providing real-time performance

metrics and KPIs to the marketing team, leading to a 15% increase in campaign effectiveness.

Collaborated with cross-functional teams to identify data needs and design data collection

processes, resulting in streamlined data pipelines and improved data accuracy.

Conducted A/B testing to evaluate the impact of website changes, resulting in a 10% improvement in

conversion rate and enhanced user experience.

Provided ad-hoc data analysis and reporting to senior management, supporting strategic decision-

making processes.

Conducted exploratory data analysis (EDA) to identify potential data quality issues and worked with

the data engineering team to implement data cleansing and validation procedures.

Data Associate

[Amazon Development center Hyderabad]

[20.08.2020] - [16.05.2022]

Assisted in data cleaning, transformation, and preparation tasks to ensure accurate and reliable data

for analysis.

Collaborated with senior data analysts to create interactive data visualizations using Excel and Power

BI for internal and external reporting.

Conducted research and performed competitor analysis to identify market trends and opportunities

for the organization.

Assisted in developing and maintaining SQL queries and data extraction scripts for recurring reports.

Contributed to the design and implementation of machine learning models for customer

segmentation.

Skills:

Data Analysis: SQL, Python (Pandas, NumPy)

Data Visualization: Excel, Power BI

Database Management: MySQL

Data Cleaning and Manipulation

Machine Learning: Basic understanding of ML concepts and algorithms

Strong analytical and problem-solving skills

Attention to detail and accuracy in data handling

Excellent communication and teamwork abilities