

# Eshwar Vemula

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## PROFESSIONAL SUMMARY

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Data Management and Research Analyst Trainee specializing in Salesforce Marketing Cloud and Data Science. Experienced in managing, validating, and analyzing datasets to support marketing automation and business intelligence. Skilled in Python, SQL, Excel, and Power BI with hands-on exposure to data integration, research, and ETL workflows. Detail-oriented, process-driven, and eager to contribute to Deloitte's data management and research initiatives.

## SKILLS

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**Core Competencies** : Data Management • Research & Validation • Data Cleaning • Data Quality Assurance

Reporting & Documentation • Data Visualization • ETL Concepts and MS office suit .

**Technical Tools** : SFMC • SQL • Python • Excel • Power BI • Tableau • DBMS • Word • PowerPoint • AI tools

**Soft Skills** : Team Collaboration • Communication • Attention to Detail • Problem Solving • Process Improvement

## PROFESSIONAL EXPERIENCE

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### RedhibbertGroup LLC

**Apl 2025 Present**  
Hyderabad, India

*Trainee Intern – Vibe Coder & SFMC Developer Intern*

- Assisting in the development and deployment of marketing automation workflows using **Salesforce Marketing Cloud (SFMC)** tools like Email Studio, Journey Builder, and Automation Studio.
- Supporting the configuration and optimization of **data extensions, ETL processes**, and subscriber segmentation to enhance campaign performance and accuracy.
- Collaborating with cross-functional teams to ensure clean and validated data for personalized communications.
- Developing reusable components, testing data-driven logic, and documenting workflows to maintain high-quality standards. Participating in code reviews and troubleshooting data management issues to support marketing analytics and reporting initiatives.

### Brain Wave Matrix Solutions

**Nov 2024-Feb 2025**  
Hyderabad, India

*Data Analyst Intern*

- Conducted social media sentiment analysis using **NLP Techniques** on Twitter data to extract public opinions on specific topics and products: performed data preprocessing, sentiment classification, and insights visualization to support strategic decision-making.
- Developed an **Interactive Superstore Sales Dashboard** leveraging time series analysis to identify sales trends, generate actionable business reports, and facilitate data-driven decision making for stakeholders.

## KEY PROJECTS

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### Loan Eligibility Prediction | Machine Learning Using Predictive Model

- Built and deployed a predictive model with 92% accuracy to classify loan applicants; integrated data validation checks to improve model reliability.
- Automated eligibility assessment, reducing review turnaround time by 67% and enhancing overall process efficiency.

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### Diwali Sales Analysis | Sales Data Analysis using Python

- Conducted a comprehensive data analysis of sales records using **Python, Pandas, and Matplotlib** to identify key purchasing trends, customer demographics, and improved decision-making for presentation.
- Provided actionable insights on customer buying patterns based on demographic data, which were used to target marketing campaigns and **increased sales revenue by 10%** during the Diwali festival period.

**Pizza Sales Report | Dashboard Visualization using Power BI and SQL**

- Extracted and cleaned transaction-level data from SQL databases and built dynamic dashboards in Power BI.
- Monitored product performance and data quality, enabling actionable business insights and operational improvements.

**EDUCATION**

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**Hyderabad Institute of Technology and Management | JNTUH**  
*B. Tech in Computer Science and Engineering-Data Science | CGPA: 7.69*

**Oct 2021–Jul 2025**  
Hyderabad, IND

Related Coursework: Machine Learning, Data Science, Python Programming, and Computer Networking

**Sri Chaitanya Junior College| TSBIE**  
*Intermediate in M.P.C| CGPA: 9.68*

**Jun 2019-May 2021**  
Hyderabad, IND

**CERTIFICATIONS**

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|---|---------------------------|
| • Certified in <b>AI &amp; Power BI Data Analyst Associate - NIIT Foundation by Microsoft</b> | <b>Issued in Dec 2024</b> |
| • Certified in <b>Advanced Python for Data Analytics – Google</b>                             | <b>Issued in Feb 2025</b> |
| • Certified in <b>Salesforce Marketing cloud ( Agentforce ) – Salesforce</b>                  | <b>Issued in Oct 2025</b> |
| • Certified in <b>Data Analytics Job Simulation – Deliotte</b>                                | <b>Issued in Jul 2025</b> |
| • Certified in <b>Advancved Excel and MS office Suit – One road</b>                           | <b>Issued in Jun 2025</b> |