

SREEKUMAR K

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SUMMARY

Passionate **data professional** with 3 years of experience in **SQL, Python, Power BI, ETL and AWS (S3, Redshift)**. Skilled in building **data workflows, automating reports**, and creating dashboards to track **KPIs** and drive business decisions. Expertise in market trends, **competitor analysis** and **customer behaviour** to develop strategies that boost profitability, using skills like financial modeling, SQL, Power BI, and cross-functional collaboration to drive revenue growth and competitive advantage.

SKILLS

- **Technical Skills:** SQL, Python (NumPy, Pandas, Matplotlib, Seaborn), Excel, Power BI, JIRA, A/B Testing, Regression Analysis, RedShift, ETL Pipelines, Data Warehousing, Data Modelling
- **Soft Skills:** Analytical Thinking, Problem Solving, Effective Communication, Time Management.

EXPERIENCE

Pricing Analyst | Amazon, Bengaluru

Jul 2022 – Dec 2025

- Performed **end-to-end pricing analysis** for Amazon MENA marketplaces, supporting competitive pricing decisions across high-volume retail categories.
- Analyzed **10M+ pricing and sales records** using **SQL (CTEs, joins, aggregations)** to identify pricing gaps and competitiveness issues, contributing to improved price positioning across MENA marketplaces.
- Built **15+ automated Power BI dashboards** tracking price index, Buy Box win rate, and margin KPIs, reducing manual reporting effort by **30%** and improving stakeholder visibility.
- Performed **competitive price benchmarking for 50K+ SKUs** using **Excel (Power Query, Pivot Tables, XLOOKUP)**, enabling faster pricing decisions and improving pricing compliance.
- Automated recurring pricing and performance reports using **SQL + Excel**, saving **8–10 hours per week** and increasing reporting accuracy and turnaround time.
- Collaborated with **Retail, Category, and Central Pricing teams** to execute data-driven pricing actions for **40K+ SKUs**, improving price competitiveness and Buy Box performance across MENA marketplaces.

PROJECTS

Vendor Performance Analysis | Python, Pandas, Numpy, Power BI [GitHub](#)

- Analyzed **100K+ vendor transaction records** using **Python (Pandas, NumPy)** and evaluated cost efficiency, delivery reliability, and vendor performance trends.
- **Visualized vendor performance** using Power BI and Identified **high-cost and low-performing vendors**, enabling data-driven insights that could support **price negotiations and supplier rationalization**.

Customer Behaviour Analysis | Python, SQL, Power BI [GitHub](#)

- Wrote optimized **SQL queries** to segment customers by frequency, spend, and category contribution, supporting **pricing and promotion strategy insights**.
- Developed a **Power BI dashboard tracking 10+ KPIs**, including average order value, average review rate, category revenue share, and customer lifetime indicators.

Supply Chain Analysis| Excel,Power BI [GitHub](#)

- Designed a **Power BI supply chain dashboard** integrating sales, revenue, inventory, and logistics data to track **inventory turnover, stock availability, and delivery performance**.
- Provided insights supporting **cost control, demand planning, and pricing alignment** across supply chain operations.

CERTIFICATIONS & ACHIEVEMENTS

- SQL (Intermediate) - [HackerRank](#) • Apr 2025
- SQL Gold Badge - [HackerRank](#)
- Google Data Analytics- [Coursera](#) • Aug 2025
- IBM Data Science- [Coursera](#) • Sep 2025

EDUCATION

Bachelor of Technology in Mechanical Engineering | 2016-2020

College Of Engineering Trivandrum,Trivandrum | CGPA : **8.31**

Higher Secondary , Computer Science | 2013-2015

Chattanchal Higher Secondary School, Kasaragod | Percentage : **96.7%**