

SIRI MADDALA

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I'm an incoming MSBA Fall 2023 student. I have an overall experience of close to 3 years in the field of data analytics which includes ETL, Data Visualization and Agile Project Management. I have subject matter expertise in marketing analytics which includes both traditional marketing and digital marketing. Experience in project management helped me in development of personal skills such as communication, time-management and leadership. I'm a very calm, hard-working and sincere person who performs tasks with accountability.

EXPERIENCE

ASSOCIATE ANALYST, NOVARTIS

AUG'2020 – AUG'2021

- Extensively worked on Data processing, ETL, Data modeling and Data visualization using technologies like Alteryx, Qlik Sense and Excel.
- Worked in Commercial Analytics projects, wherein analyzed huge volumes of sales, promotions, and website data (using data from Veeva CRM, IQVIA, Google Analytics, etc) and prepared automated dashboards which helped in deriving insights for brand marketing teams.
- Performed content adoption analysis of promotional emails based on open/click rate by email template and classified them into topics.

ANALYST, NOVARTIS

SEP'2021 - JUL'2023

- Experienced in project management and efficiently handled complex projects end to end involving multiple stakeholders.
- Worked for Process Automation by using technologies like Python, VBA, Qlik Sense and Power Automate which significantly reduced manual intervention.
- Worked in the Medical Analytics team wherein developed a reporting platform using Qlik Sense which has 1000+ users and partly managed the project. Our platform is developed by integrating commonly used databases by medical affairs, which is a critical division of a pharmaceutical company.

EDUCATION

B. TECH IN CHEMICAL ENGINEERING, NIT NAGPUR

JUL'2016-MAY'2020

- CGPA – 8.09/10

HIGH SCHOOL, SRI GAYATRI JUNIOR COLLEGE

JUN'2014-MAY'2016

- SCORE – 984/1000

SKILLS

- **Technical skills:** Qlik Sense, Alteryx, Excel, Python, SQL
- **Other skills:** Project Management, Project Planning, Leadership, Stakeholder Management

ACTIVITIES

- Worked for an NGO called UPAY (Under-Privileged Advancement by Youth) where I was responsible for mentoring kids.
- Received star performer awards for exceptional contributions to the team at Novartis.
- Represented university at Inter-NIT Yoga tournament in 2 consecutive years.
- Pursuing diploma in Indian Classical music.