

# GEETA MALLA

MATHEMATICIAN | DATA ANALYST | BUSINESS ANALYST

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TO WHOM IT MAY CONCERN,

It is with great enthusiasm that I submit my application for the Data Analyst role. My background in Analytics developed during the course of my Business Analytics and Operations certification by Pathstream, makes me a unique fit for the position. My past experience as a Math tutor at Huntington learning center and as an Entertainment Associate at Walmart has given me the opportunity to develop skills in problem solving and customer service which I believe are essential qualities for an analyst. With a Masters degree in Applied Mathematics and experience in data analysis, I believe that I have the skills and knowledge necessary to make a valuable contribution to your team.

During the course of my Business Analytics and Operations certification, I gained a solid understanding of statistical analysis and data visualization demonstrating skills in Agile project management, Asana, Data analytics and Tableau. I am passionate about creating advanced data visualizations with Tableau thereby translating data into valuable insights. Additionally, I have worked on several projects that required data collection, cleaning, and analysis. I look forward to putting my new skills to use for the betterment of the company.

Please refer to my attached resume for additional information regarding my proficiencies and achievements. I am positive that I am the best fit for the job and would like to request an interview to follow up on my background. Your time and consideration are greatly appreciated.

SINCERELY,



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## CONTACT

6147821231  
gmbisce@gmail.com  
COLUMBUS, OH

## SKILLS

Agile Project Delivery  
Agile Project Management Methodology  
Analytics Business  
Analyst  
Asana  
Dashboards  
Data Analysis  
Data visualization  
Eclipse IDE  
HTML  
JavaScript  
Java  
Jenkins  
JIRA  
Microsoft Office  
Project Charter  
Project Management  
Scope Management  
Selenium WebDriver  
SeleniumGrid  
SVN  
Spreadsheets  
Stakeholder Management  
Tableau  
Work Breakdown Structure

## EDUCATION

**Masters in Applied Mathematics**  
Andhra University

**Bachelors in Electronics**  
Andhra University

## CERTIFICATIONS

### Business Analytics and Operations Certificate

Pathstream April 2023  
Completed a 4-course certificate program consisting of courses on data analytics, data visualization, and agile project management  
Completed a curriculum of project-based assessments that demonstrate proficiency in data analytics

### Quality Assurance Manual and Automation testing

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## PROFILE

*Passionate about helping businesses grow and succeed using analytics.  
Extensive portfolio of work exhibiting analytical capabilities using spreadsheets, SQL, Asana and Tableau.*

## WORK EXPERIENCE

### Entertainment Associate

Walmart

September 2020 - Present

- Actively engaging customers, and assisting them with entertainment services and items.
- Receiving and displaying entertainment products and help customers with their technology needs in a timely manner.
- Keeping entertainment equipment and displays in working order and organize technology products in correct ways.
- Using the cash register and completing customers' sales in a timely manner.
- Assisting customers with payment methods, return policies, and location of items when asked.
- Reporting customer issues, security risks, shrink opportunities, and problems with entertainment products, services, and work areas.
- Communicating in a respectful and professional manner. Showing care and concern when serving associates and customers.
- Using inventory tools and equipment in safe and correct ways.
- Following proper procedures to prevent theft when displaying, securing, and showing entertainment items.
- Delivering consistent effort to get results. Meeting deadlines. Taking action in order to solve problems so work can be completed in a timely manner.
- Adapting to changing work demands. Staying open to and learning from assignments and feedback.
- Using policies and information in order to exceed associate and customer expectations.

### SAT/ACT Tutor

Huntington Learning Center

January 2020 - Present

- Taught Math and Science for 700+ hours to high school students thereby enabling them to reach their respective target scores in ACT/SAT

### Teaching Faculty

Srikanth Technologies

February 2012 - May 2014

- Hands-on teaching experience in QA testing - Test plans, test cases and test scripts based on functional and business requirements.
- Experience in utilizing Test management and Defect reporting tools like Jira

### Property Manager

Kalyans Mahanthi Mansions Flat Owners Association

October 2008 – April 2012

- Responsible for all Financial, Maintenance and Administrative components
- Collecting maintenance fees, performing property inspections and overseeing maintenance works.
- Collect receivable accounts and handle operating expenses
- Maintain a positive, productive relationship with owner/tenants
- Manage annual budgets
- Accomplish financial goals and report periodically on financial performance

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## WORK EXPERIENCE

### Joint Secretary

National Iron Ore Mining Company Nigeria-India Women and Children Welfare Association

January 2006 – June 2007

- Organized cultural and developmental events for adults and children
- Organized culture sensitivity training and developed strong Indian-Nigerian relations.
- Formulated budget for the year, handled expenses and maintained records
- Conducted monthly meetings and shared views on Women and Children welfare

### Teaching faculty

Kendriya Vidyalaya

June 2003 – April 2005

- Taught Math and Science to high school students for 2 years.

## PROJECTS

### Crunchbase Data - Tableau

January 2023 - March 2023

An eCommerce start-up is preparing to start looking for a Series-A Investment. A Series-A Funding is the second round of capital raised after a start-up's initial seed round investment. A Crunchbase dataset containing thousands of companies and investments is provided. Objective of the project is to take the data and analyze it to help find insights for where the company should begin searching for a Series-A Investment.

Roles:

- Used extract to optimize data and identify companies who have earned their Series-A.
- Built a map to look for locations with high amounts of capital and a high number of participants.
- Built two time-series plots to compare on a dashboard.
- Built a table that contains all eCommerce start-ups along with how much they raised in their Series-A.

### Stock Market Data - Tableau

January 2023 - March 2023

The following advanced visualizations were developed with the given S&P 500 data:

- Created a candlestick chart for subdividing project deliverables and project work into smaller, more manageable components.
- Created a volume chart which is a bar chart that shows the trading volume for each day in the selected time range.
- Created a returns line chart which is used to show how much profit you would gain or lose from a given investment over time.

### NYC Real estate data - Tableau

January 2023 - March 2023

Aim of the project was to analyze and visualize the data to help NYC property make better-informed investments about the real estate. A dataset with 84,000 NYC property transactions was provided.

Roles:

- Built custom tables with NYC Real Estate Data
- Analyzed a record of every building or building unit sold per borough in the NYC market.
- Built a table that compares all the Boroughs within New York City real estate data.
- Built a heat map to help them visualize the best time to buy property throughout the year.
- Described the percentage of total units sold per group, allowing the acquisitions team to make informed decisions about the type of property to look for (commercial or residential) and in which Borough.
- Created data visualizations using previously created calculated fields
- Created a Map of the Boroughs of NYC, showing the Price Per Square Foot for each Borough to discover which Borough of NYC is cheapest to invest in, and which Borough is the most expensive.
- Created a Time Series Plot that shows the Average NYC Sale Price per month in 2017.
- Created a Treemap that shows the Price Per Square Foot of NYC zip codes to learn what the most expensive zip code of NYC is, and how it compares with the cheapest zip code..
- Created a bar chart showing the Average Sale Price per NYC Neighborhood to find the average Sale Price per neighborhood.

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## PROJECTS

### Listings123 - Business Analytics Fundamentals November 2022- January 2023

Listings123 is an up-and-coming home-sharing service (like Airbnb). Their Business Mission is to connect Hosts and Guests through their online marketplace. The investors would like to see data-based evidence specific to Listings123 to fund their campaign to make the business bigger.

Roles:

- Reviewed the business, the problem, the suggested solution, and the sample of the data.
- Wrangled, cleaned and summarized the data and prepared it for analysis and visualization.
- Searched for insights and trends in the data by calculating relevant values, visualizing distributions and correlations.
- Compiled findings in a presentation that can be brought to investors to address the business problem.

### Blind tiger - Agile Project Management

September 2022- November 2022

Blind Tiger is an up-and-coming social media app with a focus on discovering new places and fun activities. Worked on the development and launch of their app.

Roles:

- Used the feature requirements to refine user stories so that the team can execute.
- Helped Blind Tiger plan for the upcoming sprint by preparing for and facilitating a Sprint Planning Meeting.
- Used Asana to groom the product backlog for Blind Tiger to make sure that the product backlog is detailed, emergent, estimated, and prioritized (DEEP).
- Captured estimations for product backlog items.
- Built and finalized a sprint backlog to make sure that the team is not overcommitted for the upcoming sprint, and that everyone on the team has a clear work assignment.
- Refined a sprint goal based on feedback from the Scrum team, and shared the sprint goal in Asana.
- Helped Blind Tiger through sprint execution by creating a sprint burnup chart in Google Sheets and analyzing whether the team is on track to complete the sprint goal.
- Built a sprint execution summary.
- Calculated velocity and analyzed the velocity chart that compares committed points to the velocity which acts as a diagnostic measure to evaluate how much value the team provides to customers of each sprint.
- Lead an Agile Retrospective in Asana

### Best Beans Coffee Co. - Asana

July 2022- September 2022

Used Asana to create a work breakdown structure for Best Beans Coffee Co. vendor that would like to expand its business to the online marketplace. Work breakdown structure subdivides the project into a hierarchy of work streams and work packages, wherein each work package defines a deliverable. The following work packages were defined for the project:

- E-commerce Capability
- Legal Stands
- User Interface Design
- Website Design
- Website Performance

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## PROJECTS

### Clear Vision, LLC. - Asana

July 2022- September 2022

Project of transitioning the Clear Vision, LLC. company to using Asana as their singular work management tool. Clear Vision believes that if they switch to using Asana as a singular work management tool, they will be able to increase the efficiency of their project management team, improve their project management processes, and save money for their company.

Roles:

- Defined objectives to outline the measurable end result that determines what the project will accomplish within the given time frame.
- Identified deliverables which includes all products, outcomes, services, and measurable results produced by the project's completion.
- Developed an acceptance criteria which includes all conditions the deliverables must meet in order to be approved.
- Identified constraints including all of the limiting factors that apply to a project and its workflows.
- Noted assumptions that include all of the known assumptions surrounding the resources, as well as the objectives during the project's duration.
- Developed an exclusions section which details all work that will not be in scope for the project's duration.
- Developed a succinct summary of the project scope and the product scope.
- Created a clear and logical scope statement for Clear Vision, LLC.

### AgriCorp - Asana

July 2022- September 2022

AgriCorp is a company that makes agricultural devices for farmers. Aim of the project is to design a Volunteering Day for AgriCorp Employees.

Roles:

- Data gathering, Data analysis and Data representation
- Creating an Expectations/Concerns column to conduct stakeholder analysis.
- Building a stakeholder register to categorize stakeholders using different data representation techniques.
- Developing Power/Interest Grid to categorize stakeholders for the volunteer day.
- Building a stakeholder engagement assessment matrix to evaluate a stakeholder's current level of engagement (C) against the desired level of engagement (D).
- Determining Strategies for Engaging Stakeholders

### Bursting Blooms, LLC - Asana

July 2022- September 2022

Bursting Blooms, LLC is a company that grows and sells flowers and flower arrangements. The project is to build a new website for Bursting Blooms, which will enable the company to start selling flowers and flower arrangements online. A project charter was created with the following subsections:

- Introduction - Providing a background for the project
- Opportunity- Describing what problem this project is solving
- Goals - Listing the specific and measurable goals for the project.
- Scope - Describing the end result of the project as well as the phases of work that will be undertaken.
- Business case - Showing and describing necessary information demonstrating that the benefits of the project justify the required investment from a business standpoint.
- Constraints - Describing any constraints that will affect the delivery of the project eg.time & budget
- Assumptions - Writing down information that we are relying on to be true in order for the project to succeed
- Deliverables - Describing stakeholder requirements and/or deliverables for the project.
- Sponsor approval

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## PROJECTS

### Zoho

March 2020 - June 2020

Hitachi Data Systems provides mid-range and high-end storage systems, software and services. Hitachi Data Systems helps organizations transform raw data into valuable information by making data more accessible and simple to manage.

Project Description: Customer experience metrics web application: It is used for tracking and escalating high priority customer service cases. This application offers different views for Executives, Regional Managers, Service Managers and Customer Support Engineers. Users can also save their preferences based on tool, customer, region, etc parameters. This application uses Siebel CRM as back-end system.

Roles:

- Analyzed the functional requirements and developed test cases.
- Performed manual testing of this web application and automated it using Selenium.
- Used Selenium IDE to generate automated test scripts for functionality and GUI testing.
- Customized the test scripts and parametrized them.
- Executed all the test cases using Selenium IDE in Firefox browser.
- Performed cross-Browser testing using Selenium RC.
- Converted the test cases into .Java files and modified them using Eclipse IDE.
- Developed test scenarios and end user test scripts to verify new and existing functionalities.
- Identified software defects and interacted with developers to resolve them.
- Reported and tracked the bugs using Bugzilla.
- Participated in various meetings, discussed enhancement and modification request issues.

### Flight Reservation Application

January 2020 - March 2020

The Flight Reservation System (FRS) is a software application to assist Flight with transactions related to making ticket reservations, which includes blocking, reserving, canceling and rescheduling tickets.

Roles:

- Involved in complete Software Testing Life Cycle from analyzing requirements, test planning, developing test cases, setting up the test environment, test execution, defect reporting and test closure.
- Analyzed the business requirements, functional specifications and use case documents and developed test plan.
- Documented test cases and test scripts using Microsoft Office.
- Performed Functionality testing, Usability testing and interface testing.
- Manually tested the test cases for functionality verification.
- Recorded the test cases using Selenium IDE and executed them in the Firefox browser.
- Saved the similar test cases into test suites and executed them in Selenium IDE.
- Converted the scripts into X-Paths.
- Executed the test suites in different web browsers using Selenium RC.
- Configured Eclipse IDE and converted the selenium IDE scripts into Java files and performed additional logic like loops and conditional statements.
- Performed data-driven testing using the Eclipse IDE.
- Conducted cross browser testing with Internet Explorer, Mozilla Firefox and Google chrome.
- Carried out positive and negative testing.
- Created and maintained test reports & test data.
- Used the SQL's and verified the SQL server database for the purpose of data verification.
- Defect reporting and tracking is done using JIRA.
- Participated in QA status and bug review meetings.