Sneha Reddy

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# Career Objective

# Detail-oriented Data Analyst with a strong statistical background and hands-on experience in data visualization, analytics, and storytelling. Passionate about leveraging data-driven insights to optimize business decisions and enhance operational efficiency.

# Education

* B.Sc. in Statistics - Osmania University (2019 - 2022)

# Technical Skills

 **Data Analytics & Visualization:** Excel, Power BI, Tableau, Seaborn, Matplotlib

 **Programming & Databases:** Python, SQL, MySQL, PostgreSQL

 **Statistical Analysis:** Regression Analysis, Hypothesis Testing, Clustering (K-means, DBSCAN)

 **ETL & Data Processing:** Pandas, NumPy, Data Cleaning, Feature Engineering

 **Business Intelligence & Reporting:** Dashboard Creation, Data Storytelling

# Projects

**Sales Dashboard for Business Insights**

* Developed an interactive Power BI dashboard to analyze sales trends, customer behavior, and product performance.
* Provided actionable insights that improved sales growth by **15%**.

**Customer Segmentation Model**

* Applied **K-means clustering** on retail data to group customers based on purchasing behavior.
* Enabled targeted marketing strategies for different customer segments.

**Stock Market Trend Analysis**

* Built a **Python-based web scraping tool** to collect stock price data from financial websites.
* Conducted trend analysis and visualization to identify profitable stock investment opportunities.

**Employee Attrition Prediction**

* Developed a machine learning model using **Logistic Regression & Decision Trees** to predict employee churn.
* Helped HR teams implement retention strategies based on insights.

# Internships / Work Experience

**🛠 Data Analyst Intern – XYZ Analytics Firm** *(Jan 2023 - Apr 2023)*

* Conducted data cleaning, exploratory analysis, and visualization for marketing analytics projects.
* Designed **SQL queries** for efficient data retrieval and reporting.

🛠 **Business Intelligence Intern – ABC Solutions** *(May 2022 - Aug 2022)*

* Assisted in developing **automated reporting dashboards** using Power BI.
* Conducted exploratory data analysis for operational efficiency improvements.

# Certifications

🏆 Google Data Analytics Professional Certificate

🏆 Microsoft Power BI Certification

🏆 Python for Data Science – IBM Coursera

🏆 Tableau Desktop Specialist Certification

# Achievements

🏅 1st Place in College Data Visualization Competition

🏅 Published an article on "Optimizing Business Analytics with Data Science" in a leading journal 🏅 Top 10 Finalist – Kaggle Data Science Hackathon (2024)