

GADIDAMALLA THANGELLA

Data Analyst | Business Intelligence & Statistical Analysis

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Portfolio: <https://thangella-portfolio.vercel.app/>

PROFESSIONAL SUMMARY

Analytical and detail-oriented Data Analyst with a strong foundation in SQL, Python, and data visualization. Skilled in transforming raw datasets into actionable insights through statistical analysis, exploratory data analysis (EDA), and data modeling. Experienced in building dashboards, conducting churn and sentiment analysis, and applying analytical rigor to solve business problems. Adept at delivering clear, data-driven insights to support operational and strategic decision-making across business functions.

CORE TECHNICAL SKILLS

Databases & SQL:

SQL (Advanced Joins, CTEs, Window Functions), MySQL, PostgreSQL, Data Modeling, Data Warehousing Concepts

Programming & Statistical Analysis:

Python (Pandas, NumPy, Scikit-learn, Matplotlib), R (Basic), Statistical Analysis, Hypothesis Testing, Regression

Data Visualization:

Tableau, Power BI, Excel (Pivot Tables, Lookup Functions, Advanced Charts), Google Data Studio

Core Analytics & BI:

Data Cleaning, Data Wrangling, EDA, ETL Concepts, A/B Testing Basics, Reporting & Business Insights

KEY ANALYTICS PROJECTS

1. E-Commerce Sales Analysis & Dashboard

Description: Analyze an e-commerce dataset to identify top products, regional sales trends, and revenue contributions, then visualize insights in Tableau or Power BI.

Skills to Learn: SQL joins/aggregations, Python (Pandas), Tableau/Power BI dashboarding.

Interview Talking Points:

- How you cleaned and merged data from multiple tables
 - Identifying KPIs like top-selling products and revenue contribution
 - Creating interactive dashboards for business insights
 - Recommendation impact (e.g., 20% of products generate 75% revenue)
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2. Customer Churn Prediction

Description: Build a predictive model to identify customers likely to leave (churn) using logistic regression or decision trees.

Skills to Learn: Python (Pandas, NumPy, Scikit-learn), feature engineering, model evaluation (accuracy, F1-score, AUC).

Interview Talking Points:

- Data preprocessing (handling missing values, encoding categories)
 - How you selected features for the model
 - Model accuracy and insights (e.g., tenure or service type drives churn)
 - Business application of predictions (retention strategies)
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3. Social Media Sentiment Analysis

Description: Analyze customer feedback from social media to determine positive, negative, or neutral sentiment trends.

Skills to Learn: Python (NLTK/TextBlob), basic NLP, data visualization (Matplotlib/Seaborn).

Interview Talking Points:

- Text preprocessing steps (tokenization, stop-word removal)
 - How you categorized sentiment and visualized trends
 - Insights derived (e.g., feature causing negative feedback)
 - How this helps product teams improve decisions
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4. Financial Transactions Analysis & Fraud Detection

Description: Analyze financial transactions to detect unusual patterns and potential fraud.

Skills to Learn: SQL for querying transactions, Python (Pandas, NumPy) for EDA, Excel/Tableau for visualization.

Interview Talking Points:

- How you cleaned and prepared large transaction datasets
 - Methods to detect anomalies (e.g., high transaction amounts, frequency)
 - Dashboarding or reporting patterns for risk monitoring
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EDUCATION

B.Sc (Honors) in Computer Science

Backstage Pass Institute of Gaming, Hyderabad | 2024

Intermediate (MPC)

Sri Gayatri Junior College

SSC

Lotus Lap Public School

LANGUAGES

English: Professional Proficiency

Hindi: Conversational

Telugu: Native

INTERESTS

Business Intelligence, Data Storytelling, Machine Learning Applications, Financial and Market Data Analysis, Cloud Analytics, Writing, Exploring-Learning New Tech, Generative AI, Entrepreneurship.