Jaswanth Reddy Lanka *he/him (Business Analytics Associate)*

jlanka@umass.edu | (413)-510-7534 | [Linkedin](#) | 📍 Amherst, USA

EDUCATION

University of Massachusetts Amherst   **Amherst, MA**

Master's in Business Analytics   **Expected Graduation:** May 2026

Cumulative GPA : 3.7/4.0

Coursework: Business intelligence, Data visualization, Statistics for Business, Python, Machine Learning, Excel.

Pune Institute of Computer Technology,   **Pune, India**

Bachelors in Electronics and Telecommunication   July 2017 - Sep 2021

Coursework: Object Oriented Programming, Engineering Mathematics, Data Structures Algorithms, Database Management Systems.

PROFESSIONAL EXPERIENCE

Poona Agro Cart | Business Analyst Intern   July 2024 - Dec 2024

- Developed and automated Excel dashboards and Power BI reports using Power Query, PivotTables, and charts, saving 10 hours monthly while tracking performance for 50-100 vendors, and used SQL to extract data for analysis.
- Designed Tableau visualizations for product sales, seasonal demand, and pricing trends, increasing sales by 10% through data-driven competitive pricing recommendations.
- Developed data models to consolidate raw transaction data from multiple sources into a single cleaned dataset using Power Query and built KPI metrics for sales growth and margin analysis.

Flo Group (Part Of Accenture) | Business Architecture Analyst   July 2023 - June 2024

- Analysed 50 workflows in **OTM** and redesigned **SQL** processes, reducing order tracking issues by **5%.**
- Produced reports combining **OTM and BI** data for better forecasting and strategic decisions.
- Trained a team of 10 on OTM, SQL and BA skills, improving resolution rates from **90% to 95%.**
- Automated freight data aggregation and visualization through Oracle BI, trimming weekly reporting time by 2 hours and equipping stakeholders with actionable insights for strategic decisions.
- Spearheaded a team of 15 members to design and optimize over **30 OIC** integrations, automating **SQL/PL-SQL** workflows in OTM that connected key platforms like ServiceNow and Transporeon, enhancing efficiency by **5%.**

Flo Group (Part Of Accenture) | Associate *Analyst*   July 2021 - June 2023

- Queried and validated data across 15 SQL databases, preventing critical order failures.
- Coordinated between IT, logistics and finance, providing project updates and aligning goals.
- Documented business requirements and process maps for new OTM modules, reducing approval time by 25%.
- Created ad-hoc reports and dashboards to track KPIs like shipment times and carrier compliance.

ACADEMIC PROJECTS

Loan Approval Analysis and Visualization (Tableau, Excel)

- Explored a comprehensive 2023 HMDA dataset comprising **560,549** records from **U.S. banks**; developed **interactive Tableau dashboards revealing loan denial rates and approval** trends in high-minority census tracts to influence equitable lending practices.

Supply Chain Analytics Case Study (SQL, Tableau, Data Visualization)

- Developed SQL queries to extract and analyze shipment data; findings led to optimized delivery routes, decreasing average delivery time by 1.5 days and increasing on-time delivery rate.

Sales Forecasting and Customer Segmentation (SQL, Alteryx, Tableau, Machine Learning)

- Orchestrated ETL pipelines using SQL and Python to cleanse and structure five years of sales data, which enhanced forecast accuracy by 15% for sales projections.

SKILLS

- **Technical Skills:** SQL, Python(Pandas, NumPy, Scikit-learn) , XML, Oracle Transportation Management, Oracle Integration Cloud,
- **Data Visualization tools & Techniques:** Tableau, Power BI, Oracle BI Analytics, Excel(VBA Modeling), ETL Processes, Statistical Analysis.
- **Project Management Tools:** ServiceNow, Jira, Microsoft Office Suite, Agile Methodology, Power Point, Microsoft Suite, GitHub.
- **Database Management Techniques:** Data Warehousing, Data Modeling, Regression Modeling .
- **Advertising:** Online advertising, Media Sales, Digital Marketing

ACHIEVEMENTS/ EXTRACURRICULARS

- Earned direct client appreciation from **Volvo and UD Trucks**, leading to a **2-year** contract extension for the project.
- Published a research paper titled "Unveiling Financial Insights: Business Analytics, Graphs, and Key Metrics in Stock Trading" in IJRASET.

CERTIFICATIONS

- Data Analytics Essentials, Cisco
- Google Data Analytics, Coursera