

JITHENDRA POTHALA

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PROFESSIONAL SUMMARY

Driven individual with strong analytical thinking and data interpretation skills. Motivated and detail-oriented Data Analyst with hands-on internship experience at Frontier Agriculture, UK. Proficient in leveraging **Azure Data Factory** to integrate and prepare data for analysis, using **Databricks Delta tables with PySpark** to clean, transform, and enrich large datasets, ensuring accuracy and reliability for reporting and managing relational data models in **Azure SQL DB**. Skilled in developing **Power BI dashboards and semantic models** to deliver actionable insights for stakeholders. Academic projects in **weather analytics and stock market analysis** enhanced expertise in **SQL, DAX, data modelling, and data quality frameworks**, ensuring accurate, reliable, and high-performance reporting.

WORK HISTORY

Frontier Agriculture, UK(Through Ethane Limited, London) | Intern Data Analyst | Jun 2024 - Present

Project: Crop Production Yield Analysis

- Supported the design and maintenance of the agricultural data warehouse in Azure SQL DB by querying large datasets (rainfall, pesticides, temperature, soil quality) and preparing normalized schemas for storage and denormalized models for faster reporting.
- Assisted in building data ingestion pipelines in Azure Data Factory to move raw data from multiple sources (farm sensors, weather feeds, ERP systems) into Databricks Delta tables.
- Performed data profiling, cleansing, and transformation in Azure Databricks using PySpark, handling duplicates, nulls, and outliers to improve the accuracy of downstream analytics.
- Developed Power BI dashboards pulling from both Azure SQL DB (traditional RDBMS) and Delta tables (curated Databricks Gold layer) to provide crop yield insights, pesticide usage efficiency, and regional performance trends.
- Built and maintained semantic models in Power BI, including relationships, hierarchies, and DAX measures, to improve self-service analytics for agronomists and managers.
- Created ETL-style transformations such as aggregations, joins, pivot/unpivot, and window functions in SQL and PySpark to standardize and optimize reporting datasets.
- Monitored pipeline runs in ADF and validated row counts, schema mappings, and data integrity, ensuring consistent and trusted reporting outputs.
- Documented data mappings, business rules, and report specifications to support team knowledge sharing and compliance with data governance practices.

ACADEMIC PROJECTS

➤ Weather Data Analytics | 05/2024

- Collected and preprocessed historical weather datasets, applying null handling, label encoding, and feature selection for model efficiency.
- Built and compared supervised learning models (Logistic Regression, KNN, Decision Tree), achieving **91.6% accuracy** in predicting weather conditions.
- Performed classification evaluation using confusion matrix, precision, recall, and accuracy score to validate model robustness.
- Documented workflows, including preprocessing pipelines, feature engineering, and model selection, to ensure reproducibility and scalability.

➤ Stock Market Data Analysis | 08/2024

- Collected time-series data on technology stocks (Apple, Amazon, Google, Microsoft) using **yfinance** API.
- Conducted exploratory analysis and risk assessment with **Seaborn** and **Matplotlib**, identifying volatility patterns and sector-level performance.
- Implemented **LSTM models** for stock price prediction, benchmarking performance against traditional statistical methods.
- Developed insights into stock trends, risk-return trade-offs, and data-driven investment strategies through time-series forecasting.
- Ensured clear reporting by documenting analytical methods, visualization outputs, and predictive model results for stakeholders

SKILLS

- **Programming Languages:** Python, PySpark
- **Python Libraries:** NumPy, Pandas, Scikit-learn, Matplotlib
- **Cloud Technologies:** Azure Data Factory, Azure Databricks, Azure SQL DB, Azure Datalake Storage
- **Databases:** MySQL, Oracle Database, MongoDB
- **Data Visualisation:** Power BI, Tableau
- **Machine Learning & Deep Learning Frameworks:** TensorFlow, PyTorch, Keras
- **Machine Learning Algorithms:** Linear Regression, Logistic Regression, K-Nearest Neighbours, Support Vector Machines, K-Means, Naive Bayes, Decision Trees, Random Forest, XGBoost
- **Deep Learning Algorithms:** Multilayer Perceptron (MLP), Convolutional Neural Networks (CNN), Recurrent Neural Networks (RNN, LSTM, GRU), Generative Adversarial Networks (GANs)
- **Computer Vision:** OpenCV, CNN architectures (AlexNet, LeNet-5, VGG-16, VGG-19, Inception V1-V4, Xception, ResNet-50, ResNeXt-50)

EDUCATION

- **Bachelor of Science, Electronics & Communication Engineering, 07/2019 – 04/2023**
Jawaharlal Nehru Technological University Gurajada, Vizianagaram (JNTUGV), India
- **Master of Science, Data Science, 01/2024 – 06/2025**
University of Hertfordshire, Hatfield

CERTIFICATIONS

- Python Certification by Herts Boot Camp, 2024
- SQL Certification by NASBA, 2025
- Problem-Solving Skills Certification by APSSDC, SEP 2019
- Power BI by LinkedIn, 2025