JITHENDRA POTHALA

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GitHub: https://github.com/jithendranaidupothala | **Portfolio:** https://jithendranaidupothala.github.io/portfolio/

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

Junior Data Analyst | Frontier Agriculture, UK (Through Ethane Limited, London)
***Project: Crop Production Yield Analysis* - Jan 2025 – Present**

- 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.

Data Analyst Intern (Newmark, UK)
Project*: Portfolio Insights & Automation* — May 2024 – Sep 2024

- Conducted market and tenant analysis by combining internal datasets with external research sources, and summarized insights in clear slide decks for stakeholders.
- Built and refreshed Power BI visuals and Excel models used directly in stakeholder meetings and client packs.
- Automated recurring data pulls using SQL / Power Query and small Python scripts, reducing manual report preparation.
- Performed data QA and resolved data issues to ensure accuracy of dashboards and presentation materials.
- Delivered short dashboard walkthroughs and onboarding for team members to increase adoption and speed up decision-making.

ACADEMIC PROJECTS

- **Weather Data Analytics | 05/2024**
  - Modelled historical weather datasets into a **star schema** with fact tables (temperature, rainfall, windspeed) and dimension tables (date, region, station).
  - Conducted **profiling and validation checks** (null handling, consistency checks, date parsing) to ensure data accuracy before transformation.
  - Developed **semantic models** and optimised DAX measures in Power BI, improving report refresh and query folding efficiency.
  - Created **interactive dashboards** showing seasonal variations, peak rainfall patterns, and extreme weather events, ensuring optimised performance through proper indexing and partitioning.

- **Stock Market Data Analysis | 08/2024**
  - Built **fact-dimension models** for stock trades, securities, and time dimensions to support analytical reporting at scale.
  - Transformed raw stock data with **SQL window functions** (rolling averages, cumulative sums, rank functions) and validated data against control totals to ensure accuracy.
  - Designed a **denormalized reporting layer** to support **high-performance Power BI dashboards**, with drill-down capabilities by sector, company, and time range.
  - Created semantic models with **calculated measures in DAX**, enabling investors to track KPIs like moving averages, volatility, and price trends.
  - Ensured **data governance** by documenting mappings, transformations, and data dictionaries for reproducibility.

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)
- **Computer Vision:** OpenCV, CNN architectures (AlexNet, LeNet-5, VGG-16, VGG-19, Inception V1–V4, Xception

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