

Keerthana Sandanamaina

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Professional Summary

Entry-Level Data Analyst with experience in ETL pipelines, data visualization, and digital marketing analytics. Skilled in identifying abuse patterns, monitoring sensitive online trends, and supporting enforcement workflows across global platforms. Proficient in Python, Power BI, SQL, and Excel for delivering actionable insights. Skilled in web technologies (HTML, CSS, JavaScript) for presenting data and using tools like HubSpot and SEMrush to optimize marketing performance. Passionate about enhancing digital safety and ensuring compliance with global standards. Strong collaborator with a focus on turning complex data into clear business value.

Work Experience

Software Associate – Grey Campus – OdinSchool

May 2022 – Jan 2023

- Delivered technical support and developed front-end web pages using HTML, CSS, and JavaScript, improving UI responsiveness and reducing page load time by 25% through optimized asset handling.
- Designed and implemented a full ETL pipeline to automate data flow: extracted raw CSVs from cloud storage, cleaned and normalized datasets with Python (Pandas), and loaded data into MySQL, reducing manual reporting time by 70% and increasing data accuracy.
- Leveraged HubSpot to manage marketing automation, sales tracking, and website integration, resulting in 20% improved lead conversion rates through optimized workflows.
- Built automated reporting tools using Python, R, HTML, JavaScript, and CSS to visualize test results and generate daily updates, boosting team decision-making speed by 40%.
- Practiced Agile methodologies, participating in daily stand-ups and sprint planning, contributing to on-time delivery of 95% of project milestones.

Education

Master's in computer science

May 2025

Florida Atlantic University

3.8 CGPA

- Relevant Coursework:** Data Science, Data Management & Analysis with Excel, Software Engineering, Cloud Computing, Web Development, Natural Language Processing, Information Retrieval

Bachelor of Science in Honors (Software Engineering)

May 2022

St. Francis College for Women

9.3 CGPA

- Relevant Coursework:** Programming in C, OOP in Java, Advanced Database Management Systems, Software Testing, Web Programming, Operating Systems, Data Communication & Networks

Technical Skills

- Databases & Languages:** Java, Python, SQL, JavaScript, HTML/CSS, PostgreSQL, MySQL, JDBC.
- Data Analysis & Visualization:** Excel, Power BI, NumPy, Seaborn, Pandas, Matplotlib.
- Frameworks & Tools:** React, Git, GitLab, Jira, Flask.
- Developer Environment:** VS Code, Eclipse, Git, GitHub, Docker, Excel, Google Cloud Platform.
- Soft Skills:** Effective communication, collaboration, organization, proactiveness, leadership, time management.
- Core Competencies:** Digital Trend & Risk Monitoring, Data Visualization & Reporting (Power BI, Excel), Cross-Functional Collaboration, Stakeholder Communication, Regional & Cultural Understanding (India), Agile Project Management, Problem Solving & Analytical Thinking.

Projects

Twitter Trend Analysis – Power BI Dashboard

Florida Atlantic University

- Tech Stack:** Power BI, Excel, Google Trends, Twitter (manual tracking), Google Translate
- Monitored trending Twitter hashtags and discussions in India related to elections, public protests, misinformation, and hate speech
- Collected and categorized trending tweets manually, using Google Trends and basic keyword tracking in Telugu.
- Built an interactive Power BI dashboard to visualize high-risk topics by date, category, and location.
- Used slicers and filters in Power BI to allow dynamic trend exploration based on topic sensitivity and volume of mentions.
- Created a “Risk Score metric combining frequency, sentiment cues, and policy relevance to simulate real-time Trust & Safety decisions.
- Drafted sample escalation reports based on dashboard insights, aligning risks with YouTube’s Community Guidelines.

ETL-Driven Customer Behavior Analysis

Florida Atlantic University

- **Tech Stack:** Python, Pandas, SQL, MySQL, Google Cloud Storage, PowerBI
- Extracted and transformed raw sales data using Python and Pandas to calculate key metrics (CLV, AOV, Repeat Purchase Rate) and loaded it into MySQL for efficient analysis.
- Designed interactive PowerBI dashboards to visualize customer behavior and sales trends, enabling data-driven marketing and stakeholder decision-making.

Smart Expense Tracker

Florida Atlantic University

- **Tech Stack:** Python, HTML, CSS, JavaScript, SQL, Flask, Tesseract OCR
- Built a full-stack web app using Python, Flask, React, SQL, and OCR to automate expense tracking from receipt images - improving data entry efficiency by 60% and enhancing text extraction accuracy by 30%.
- Developed optimized SQL queries and real-time visualizations to support fast analytics, while designing a user-friendly UI that improved engagement and streamlined expense categorization.

Swinish Corner

St. Francis College for Women

- **Tech Stack:** Java, JDBC, JSP, HTML, CSS, Tomcat Server
- Developed a web-based e-commerce platform using Servlets, JSP, JDBC, and MySQL, enabling 24/7 access to pet products and improving user convenience.
- Designed an intuitive UI with features like product browsing, cart management, and order tracking, streamlining the shopping experience and boosting user satisfaction.

Certifications

- **Project Management Principles and Practices** by the University of California in May 2023.
- **Data Science Applications and Opportunities** by IEEE Student Branch Event in July 2023.
- **SQL (Basic) Skills Certificate** by Hackerrank.
- **Insights of Blockchain and Career Opportunities** by IEEE Student Branch in August 2022.
- **Python for Everybody** by the University of Michigan on Coursera in May 2021.

Leadership/ Extracurricular

National Cadet Corps (NCC)

2019 - 2022

- Certified B & C NCC Cadet – Successfully completed official National Cadet Corps (NCC) B and C certifications.
- Actively participated in volunteer activities, leadership camps, and state-level competitions, demonstrating teamwork, discipline, and commitment.
- Contributed to multiple social initiatives and community events, showcasing a strong sense of civic responsibility and organizational skills.

Hyderabad Youth Assembly X - DIRECTOR

2019 - 2020

- Led the organization's operations and initiatives, facilitating collaborative discussions and debates among students from diverse educational institutions on Sustainable Development goals.
- Successfully managed and executed key projects during the COVID-19 lockdown, demonstrating adaptability and effective remote leadership.
- Coordinated the fundraising event "Run for a Cause 6.0" alongside Executive Board Members, raising significant funds to support communities affected by poverty during the pandemic

Executive Member (Head of Operations) of Street Cause Francis

2019 - 2020

- Oversaw operations and logistics for community service projects targeting poverty relief and healthcare amid the COVID-19 crisis.
- Recruited and led volunteer teams, enhancing project execution efficiency and expanding community outreach.
- Maintained clear stakeholder communication and ensured timely delivery of initiatives despite pandemic-related challenges.

Vrikshit Foundation NGO – Volunteer

2018 - 2020

- Participated in large-scale environmental projects including clean-up drives, afforestation efforts, and urban waste segregation, promoting sustainable and hygienic living conditions.
- Assisted in converting dump yards into community assets such as libraries and parks, enhancing local quality of life.
- Supported awareness campaigns and workshops on cleanliness, public health, and eco-friendly practices in underserved neighborhoods, increasing community engagement and knowledge.