

Satya Pradeep Kodeboina

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SUMMARY

Data Product Owner and Business Intelligence Developer with 7 years of experience delivering data-driven solutions in Agile environments. Proven expertise in **SQL, SAS, Python, Power BI** and **AWS**, with a strong background in stakeholder collaboration, data product lifecycle management, and documentation. Available for immediate onboarding and ready to relocate.

SKILLS & CERTIFICATIONS

Data Analysis: MySQL, SQL, Python (Pandas, NumPy, Matplotlib, Sklearn), R (dplyr, ggplot2, tidyr), SAS, Advance Excel (Pivot, VBA, Macros)

Business Intelligence: Power BI, SAS, Tableau, AWS, QuickSight, Snowflake, Jira, Salesforce Analytics, Google Analytics (Tera Desk)

Data Mining: Informatica, Collibra, ETL scripting, Exploratory Data Analysis (EDA), Data Preprocessing, Data Modeling, AWS (S3, EC2, Redshift)

Machine Learning: Predictive Analysis, Random Forest, Logistic Regression, K-NN, SVM, Monte Carlo Simulation, Decision Trees

Certifications: Microsoft Power BI (PL-300), Tableau Data Analyst Desktop Certification, Amazon Web Services (AWS) for Data Analytics.

WORK EXPERIENCE

Data Analyst | Nationwide Insurance | Columbus, OH

Jul 2023 – Aug 2025

- Cleaned and transformed complex datasets using **SQL, SAS, and Python** to ensure data integrity and consistency across fraud prevention programs. Applied data validation and formatting protocols to produce reliable outputs for statistical analysis and reporting.
- Designed and implemented end-to-end data preprocessing pipelines in **Snowflake, SAS and Python**, addressing missing values, outliers, and schema mismatches, supporting fraud detection models and mirrored best practices for **healthcare data cleaning**, improving data readiness.
- Created customized data briefs, visual dashboards, and formatted tables using **Power BI and SAS** tailored for business executives, compliance teams, and fraud strategists. Outputs emphasized actionable insight and facilitated evidence-based decision-making in audit environments.
- Conducted internal literature reviews and secondary research on **fraud analytics** best practices within **insurance and healthcare domains**, summarizing findings into stakeholder presentations and internal documents that aligned modeling strategies with industry standards.
- Participated in weekly peer learning sessions with cross-functional **data analysts** and early-career professionals.
- Contributed case studies, facilitated knowledge exchange on **data communication** practices, and continuously improved approaches to **stakeholder engagement**, aligning analytics outputs with real-world **decision-making** needs.

Senior Data Analyst – North America Last Mile Logistics | Amazon | India

Dec 2019 – Jul 2021

- Developed automated **QA/QC pipelines** for both **inventory** and **transportation** datasets using **Python** (Pandas) and **R** (dplyr), integrating **Esri ArcGIS, Informatica, and Collibra** governance rules to improve data accuracy by 18% and reduce supply chain disruptions.
- Queried **inventory** and **spatial** data using **SQL** window functions and built **Excel (VBA)** models to identify inefficiencies in material flow and route planning; visualized KPIs such as stock availability, **fuel efficiency**, and delivery accuracy in **Power BI**, leading to \$80K in annual cost savings.
- Built interactive **Power BI** dashboards using **DAX** and custom visuals to track SLA compliance, inventory turnover, backlog trends, and route-level performance; enabled leadership to proactively address delivery risks and material shortages.
- Partnered with **Data Engineering** to define metadata standards and data lineage across **inventory** and **GIS sources** using **Collibra**, improving traceability and compliance across the transition process.
- Conducted **root cause analysis** of delayed replenishments and outlier delivery routes using clustering and spatial joins in **Python** and **ArcGIS**, supporting strategic planning for inventory positioning and transition timing.

Data Analyst – North America Transportation Ops Support | Amazon | India

Nov 2017 – Nov 2019

- Consolidated and cleaned customer operations data using **SQL** and **Python** (Pandas, NumPy); performed exploratory data analysis (EDA) to improve data completeness and accuracy by 15%, integrating validation rules via **Informatica** and **Collibra**.
- Developed and deployed “Fixit!” logic in **Hubble** and **ETL** tools to monitor scan hygiene in zone picking & packing; reduced scan errors by 20% and saved over 200 man-hours weekly across multiple fulfillment centers.
- Created interactive dashboards to visualize **KPIs** such as delivery efficiency, customer satisfaction, and process adherence using **Jira, Excel, and Salesforce** Analytics; led to a 10% improvement in stakeholder satisfaction and 18% faster project delivery.
- Administered the **Social Media Escalations** project, analyzing over 400 customer issues related to Returns, Delivery, and Quality using **Salesforce Analytics** and **AWS QuickSight**; reduced average response time by 15% and improved customer retention.
- Partnered with cross-functional teams to define data requirements, develop user stories, and prioritize backlog tasks; translated business needs into technical solutions to support regional ops teams.

Data Analyst – Logistics Campaigns | Orange Leaf | India

Jul 2016 – Oct 2017

- Collaborated with marketing teams to analyze **email** and **social media campaign** performance, using **SQL** and **SAS** to identify conversion patterns and optimize segmentation strategies, contributing to a 15% boost in engagement and lead generation.
- Partnered with **marketing** and donor engagement teams to analyze campaign performance using **SQL** and **Google Analytics**; segmented donor lists based on engagement behavior and optimized targeting strategies, leading to a 20% increase in email open and click-through rates.
- Visualized KPIs including web traffic, unique visitors, and email click-through rate using **Google Analytics**, optimizing digital marketing strategies using SEO and email marketing increasing online donations by INR 20,000 monthly
- Utilized social media analytics tools **Hootsuite** and **Buffer** to monitor and report campaign performance, comparing insights like skip rate and completion rate, using strategic marketing to understand suitable length of ads improving engagement rates by 26%.

EDUCATION

Master of Science, **Data Analytics**

Sep 2021 - May 2023

Northeastern University, Boston, MA, **GPA: 3.8/4**

Courses: Probability and Statistics, Predictive Analytics, Database Management systems, Data Mining applications, Machine Learning, Visualizations

Bachelor of Technology, **Computer Science**

Jul 2012 - May 2016

Vignan University, Guntur, India, **GPA: 3.5/4**