**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**