Asi GeethaReddy

Data Analyst | **7386443489 | geethareddy.asi@gmail.com | LinkedIn | GitHub**

EDUCATION:

JNTU College of Vizianagaram, AP   **April, 2023**
B. Tech, Electronics & Communications   **8.0/ 10**

SKILLS:

Analytical Tools:
- Microsoft Power BI (Power Query, Data Modelling, DAX, Extract, Transform & Load (ETL), Data Transformation, Data Visualization
- Advanced Excel -Pivot Tables, Power Pivot, Power Query, LOOKUP Functions, Excel Functions

Programming Languages:
- Structured Query Language (SQL)-MYSQL, Data Types, Queries, Subqueries, CTE, Window Functions, Aggregate Functions
- Python (Pandas, NumPy, Matplotlib)

Functional Areas:
Data Visualization, Data Analysis, Data Cleaning & Modeling, Reporting & Dashboarding

INTERNSHIP EXPERIENCE:

ATLIQ Technologies – Shield Insurance   **August, 2024**
- Executed in-depth analysis using Power BI, revealing crucial insights into revenue, customer behavior trends, city-specific trends, sales modes, and age demographics that informed strategic decision-making processes
- Produced **2+** reports, leading to a substantial **10%** surge in active users and a **15%** profit increase, strengthening market standing and financial results

PROJECT EXPERIENCE:

Hotel Domain Analysis [Python] | Presentation   **April, 2024**
- Managed data integrity by handling missing values, enhancing the quality by **33%**
- Conducted data cleaning and data transformation for hotel data and derived insights that improved customer retention and revenue growth by **20%**

Consumer Goods SQL Analysis – Executive Management [MySQL| Power BI] | Presentation   **March, 2024**
- Showcased Insights on **10** ad-hoc business requests to the executive management team, querying a million rows database using SQL
- Identified insights from the presentation that potentially reduced overall operational costs by approximately **10%**

Business 360 - Brick & mortar and e-commerce   **February, 2024**
Power BI | SQL | Excel | Dax Studio Live Dashboard Link | Presentation
- Customized a meaningful multi-functional Power BI dashboard to analyze AtliQ hardware's sales trends over the global market by gathering data from **2** different sources (Excel/CSV files and an SQL database)
- Built data-model and visualizations in Power BI, which has Finance, Sales, Marketing, Supply Chain and Executive Views and optimized the report with DAX studio which improved the performance of the report by **5%**
- Implemented dashboard for AtliQ hardware to analyze different department sales trends and make data-driven decisions, leading to a projected **10%** revenue acceleration and **20%** reduction in data-related expenses

P&L Report - Sales and Finance Analytics | [Excel | Pivot Table | Power Query] Report   **November, 2023**
- Designed a **4**-year P&L Report for AtliQ Hardware, utilizing Pivot Tables and DAX in Excel to reveal revenue
- Automated data cleaning using Power Query, saving approximately **4** hours of manual work
- Implemented DAX measures, offering **25%** more flexibility and user-friendly calculations

CERTIFICATIONS / AWARDS:

- Data Analytics Bootcamp 2.0: With Practical Job Assistance + AI Module[Credential]   **September, 2024**
- Google Data Analytics Certification[Credential]   **December, 2023**