Lokesh Potluri

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Professional Summary

Detail-oriented and analytical Data Analyst with a Master's in Computer Science. Skilled in SQL, Python, and Power BI, with hands-on experience in data visualization, reporting, and problem-solving. Proven ability to analyze datasets, build dashboards, and present insights that support data-driven decision making.

Skills

SQL (Joins, CTEs, Window Functions, Performance Tuning)

Python (Pandas, NumPy, Matplotlib, Seaborn)

Power BI (DAX, Data Modeling, Interactive Dashboards)

Data Cleaning & Transformation

Statistical Analysis & Data Visualization

Git/GitHub, Excel (Pivot Tables, VLOOKUP, Power Query)

Professional Projects

Retail Sales Dashboard (Power BI)

Built an interactive dashboard analyzing 50k+ transactions to uncover sales trends, top-performing products, and regional performance. Delivered insights on profit margins and customer behavior.

Customer Churn Prediction (Python, Pandas, Matplotlib)

Analyzed telecom customer data and built churn prediction model using classification. Created visual reports to highlight churn risk factors and recommended retention strategies.

SQL Business Insights Project

Queried sales and customer data (200k+ rows) using advanced SQL techniques to identify revenue growth opportunities, seasonal sales trends, and operational inefficiencies.

E-commerce Data Pipeline

Designed and implemented an ETL pipeline using Python and SQL for cleaning, transforming, and loading raw sales data into a relational database. Automated data quality checks and reporting.

Financial Performance Dashboard

Developed KPI dashboard in Power BI to track revenue, expenses, and net profit for a mid-sized business. Used DAX measures for YoY growth and profitability analysis.

HR Analytics Project

Analyzed employee attrition data using Python and SQL. Built predictive models to identify at-risk employees and designed retention-focused dashboards in Power BI.

Education

Master of Science in Computer Science – University of Bridgeport, Dec 2024

Certifications

SQL for Data Analysis – Coursera

Python for Data Analysis – Coursera

Power BI Advanced – Coursera