MANAS NAIDU BANDARU
Data Analyst

OBJECTIVE: Conscientious data analyst professional with extensive **5+ years** of experience utilizing SQL and machine learning knowledge to develop technological solutions that help with business turnarounds as a part of a dedicated team of data analysts. Multifaceted roles have touched on several core business disciplines from sales and marketing to customer services

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📍 **Ohio, USA**

Education

University of Cincinnati University - Ohio, USA

- *Computer Science / Masters*

Technical Skills

- **Business tools:** Rational Requisite Pro, Doors, UML 1.4.MS Visio MS Office, MS Excel, MS Power point
- **ETL and Data Integrations:** Informatica PowCen, Alteryx
- **Cloud Platforms:** AWS, Azure, GCP, Snowflake.
- **Methodologies:** Agile, Waterfall, Rational Unified Process RUP, Software Development life Cycle SDLC, Gap Analysis, Use Cases. Workflow diagrams

- **Languages:** Python, R, SQL, C#, PL/SQL, Java
- **Web Technologies:** JavaScript, HTML, and CSS
- **Databases:** MS Access 2000/97/95/3.1, MS-SQL Server 2000, Oracle 8i/9i, SAS database, DB2 SPSS, SQL, Oracle, DB2, Teradata, Big Data, NoSQL, MySQL, Azure Data Factory (ADF), Azure Data Explorer (ADE), Power bi
- **Data Analysis/Visulization:** Tableau, Power BI, Looker, DOMO, Qlik

Profile Summary

- **5+ years** of Industry experience as a **Data Analyst** with Master Data Management **MDM** solid **experience** in Information Technology with **expertise** in **data warehouse design, development, implementation and maintenance**.
- **Worked extensively** with Microsoft **Excel Macros, VLOOKUPS**, and **Pivot Tables Proficient** Microsoft **Word Power Point Access and Lotus Notes,** Skilled in **acquiring**, **cleaning**, and **processing** data from various sources, **including APIs**, **databases**, and **external datasets.**
- Knowledge in the **ETL Extract** Transform and **Load of data** into a **data warehouse/data mart** and Business **Intelligence Bl** tools like **Business Objects Modules Reporter**, **Supervisor Designer**, and **Web Intelligence**
- **Efficient** in elicitation techniques like **interviewing, questionnaires**, brainstorming, **focus** groups and **cost benefit analysis**.
- **Having** experience in **data modelling** tools such as **Informatica Data Explorer IDE** and **data quality** tools such as **Informatica Data Quality IDQ**
- Proficiency in **SQL** (both **DDL & DML** queries), adept at using SQL to define, manipulate, and query data stored in relational **databases**, Extensive experience working as backend tester by writing **SQL Queries and PL/SQL scripts** on large data **warehouse** systems involving **Terabytes** worth of **data**
- Strong hands-on **ability** to use **SQL** in **RDBMS SQL Server, Oracle** for verifying source **data preparation** and assisting of **data design** input and **troubleshooting**, **Strong knowledge** of Business **Intelligence**, **Data Warehousing** and Business **Architecture, Designed** and **implemented** stored procedures **views and triggers** for automating **tasks in TSQL**
- Combined **Google Looker** with other **technical skills** (Created data models **in Look ML**, enabling **dynamic** dashboard updates with **SQL**-based data **pipelines**).
- Extensive **experience** in **Strategic** development of a **Data Warehouse** and in Performing **Data Analysis** and **Data Mapping** from an operational **Data Store** to an **Enterprise Data Warehouse**
- Conducted **JAD sessions** with **CRMs SME**, system Architectures, **Technical teams** and other **stakeholders** for **open** and pending issues, expert in **developing** and **implementing web-based applications** with **C and MS Visual Studio .NET.**
- **Extensively** worked on **Dimensional modelling**, **Data cleansing** and **Data Staging** of **operational** sources using **ETL processes,** Extensive **Data Warehousing** experience using **Informatica** as **ETL tool** on **various data** bases like **Oracle, SQL Server, Tera Data, MS Access.**
- Experience **integrating ADF** with other **Azure services** (Azure **Databricks**, Azure Functions, Logic Apps, etc.) for complex data workflows experience in building **Power BI** reports on **Azure Analysis** services for better performance.

- Knowledge of **software Development** life cycle **SDLC** and a thorough understanding of its **phases** like Requirements.
- **Analysis/ Design** Development and **Testing** In **depth** knowledge of **RUP's** Iterative Software Development **Life Cycle** process i.e. **Inception Elaboration, Construction** and **transition**.
- Proficient in **Technical** and **Business Writing** Business **Process Flow,** Business Process **Modelling Business Analysis** and **Testing** various complex **data driven methodologies** for commercial lines integration with **Documentation**
- Extensive experience with the **SAS programming** and in **data** step and with **various SAS** Procedures in **Base SAS and SAS/Stat,** including thorough knowledge of **SAS Macro**.
- Expertise in Project Management i.e. **Project Scoping, Planning, Estimating Scheduling, Organizing, Directing, Controlling, Budgeting** and Drafting **Remedy** Procedures

Work Experience

Client: Asurion, Nashville, Tennessee, USA   **November 2023 - Present**
Role: Sr. Data Analyst
Description: Asurion, LLC is a privately held company. It provides insurance for smartphones, tablets, consumer electronics, appliances, satellite receivers and jewellery. I gather and compile the data from various internal and external sources.
Responsibilities:
- Responsible for providing data analysis that is focused on improving user experience and optimizing user retention.
- Wrote complex **ad-hoc MySQL** queries involving correlated subqueries, window functions and common table expressions to track user activity metrics such as retention rate and daily active users. Optimized existing queries to run faster on larger datasets.
- Designed and maintained **MySQL** databases, and created pipelines using user-defined functions and stored procedures for daily reporting tasks.
- Developed dashboards in **Tableau** and presented data to track **KPIs** and product performance using data from various sources such as **MS Excel, AWS S3, AWS RDS, AWS Redshift, JSON** and **XML.**
- Spotted and analysed trends in user activity data, identify underperformed user segmentations and reported insights to stakeholders.
- Designed metrics for **A/B testing**, creating dashboards in **Tableau** to monitor test processes, analyse test results, interpret and give recommendations to stakeholders.
- Performed statistical analysis such as hypothesis testing, causal inference and **Bayesian analysis**.
- Communicated between the business, product managers and data engineers to ensure the data quality.
- Built **ETL pipelines** to retrieve data from **NoSQL** databases and load aggregated data into the analytical platform.
- Managed data storing and processing using big data tools such as **Hadoop, HDFS, Hive** and **Spark.**
- Developed **Python scripts** to automate data validation and data cleaning processes such as deduplicating and checking data consistency using **Pandas** and **Apache Airflow.**
- Analyzed large scale user log data and generated features for classification models using **SparkSQL** in **Spark**.
- Implemented scalable machine learning models **Random Forest** using **SparkML** and **Python** to predict **customer churn**.
- Applied advanced classification models such as **XGboost**, **SVM** and **Neural Networks** to train data using **Python** packages such as **Scikit-learn.**
- Defined metrics to estimate impact of new features and give recommendations for business decisions based on data analysis.
- Created dynamic dashboards and reports using **Tableau**, **Power BI**, **Looker**, or **Qlik** to communicate insights visually.
- Build data visualizations (charts, graphs, heatmaps) using **Python libraries** (Matplotlib, Seaborn) or **R packages** (ggplot2, Plotly).
- Orchestrated end-to-end data pipelines using **Apache Airflow**, integrating diverse data sources including NoSQL databases, AWS services (S3, RDS, Redshift), and big data technologies (Hadoop, HDFS, Hive, Spark) to ensure efficient data flow and processing for analytics and reporting purposes
- Ensure data privacy, integrity, and security, adhering to protocols like **GDPR** or **HIPAA**.
- Implement and follow data governance standards for managing sensitive or confidential data.
- Participated in data project planning, gathering business requirements and translating them into technology requirements.

Environment: Tableau, KPIs, MS Excel, AWS S3, AWS RDS, AWS Redshift, JSON, XML, ETL pipelines, Python scripts, Pandas, Apache Airflow, SparkSQL, Hadoop, HDFS, Hive, Spark.

Client: Community Health Systems, Franklin, Tennessee, USA   **December 2022 - October 2023**
Role: Sr. Data Analyst
Description: Community Health Systems (CHS) is a publicly-owned hospital operator and one of the largest healthcare delivery systems. Maintained and updated the databases, ensuring data accuracy and integrity.

Responsibilities:

- Expertly translated business requirements into robust data models, optimizing resource utilization for maximum efficiency.
- Leveraged advanced **DAX query** techniques to create dynamic computed columns in **Power BI**, enhancing data analysis capabilities.
- Created Row level security with **power BI** and integration with **power BI service portal.**
- Designed and developed highly interactive reports featuring dynamic column selection, intuitive conditional formatting, customizable sorting, and flexible grouping options.
- Extensively used **SSIS** transformations such as **Lookup**, Derived column, Data conversion, Aggregate, Conditional split, **SQL task**, **Script** task and Send mail task etc.
- Worked on all types of transformations that are available in **Power BI Query editor.**
- Published **Power BI Reports** in the required originations and Made **Power BI Dashboards** available for Web clients and mobile apps, **Power Apps**
- Used **Power BI, Power Pivot** to develop data analysis prototype, and used **Power View** and **Power Map** to visualize reports.
- Use **SQL** or other query languages to extract data from relational databases (MySQL, PostgreSQL, SQL Server).
- Retrieve and aggregate data from various sources (APIs, cloud databases like AWS, Google BigQuery, or Snowflake) for analysis.
- Implement data pipelines using tools like **Python** or **ETL tools** (**Alteryx**, **Apache NiFi**).
- Translate data into actionable insights that help business teams make informed decisions.
- Monitor and report key performance indicators (KPIs) using BI tools to track business performance and forecast trends.
- Apply predictive modelling techniques such as **linear regression**, **decision trees**, or **clustering algorithms** using **Python** (Scikit-learn) or **R** for forecasting and trend analysis.
- Work with machine learning models for predictive analytics, customer segmentation, and optimization tasks.
- Manage data in cloud data warehouses like **AWS Redshift**, **Google BigQuery**, or **Snowflake** for efficient data storage and processing.
- Use **SQL** for querying and managing data within data lakes or data warehouses.
- Used **Dataflows**, **Power Automate** features to work efficiently for further **dashboards**
- Involved in creating new stored procedures and optimizing existing queries and stored procedures.

Environment: DAX Queries, Power BI, AWS Redshift, Google Bigquery, Kusto Query Language (KQL), Dataflows, dashboards, SQL, Lookup, SSIS

Client: Kotak Life Insurance, Hyderabad, India   **May 2021 - July 2022**
Role: Data Analyst
Description: Kotak Life Insurance (Kotak Mahindra Life Insurance Company Ltd.) is a well-established private life insurance company in India, part of the Kotak Mahindra Group. I designed and implemented interactive dashboards and reports using Google Looker and Power BI to visualize policy sales, customer engagement, and claim performance,

Responsibilities:

- Created **Source** to target **data mapping** documents **identifying** key **data elements** and **prepared Data Flow Diagrams**
- **Created/Reviewed** data flow **diagram** to **illustrate** where **data originates** and how **data flows** within the Enterprise Data **warehouse EDW**, Responsible for **delivery** of all customers' **shareholder** and employee **dash board metrics** as **per goals**.
- Supported data **warehouse projects** with **logical** and **physical data modeling** in **Oracle** environment and assured accurate delivery of **DDL** to the development teams **Structure** and **organize** data models in **Power BI.**
- Performed extensive **data modelling** to differentiate between the **OLTP** and **Data Warehouse data models**
- Facilitated sessions with the **senior management** to **identify business flows** and **determine** whether any **current** or **proposed systems** are in compliance with **HIPAA guidelines**.
- Worked extensively on **Azure data factory** including data **transformations** Integration **Runtimes**, **Azure Key Vaults** Triggers and **migrating** data factory **pipelines** to higher environments using **ARM Templates**

- **Worked** with the **development** team to ensure that they **understand** the **functional specifications**.
- Implemented **Master Data Management MOM** for all entities in the **project** by maintaining a **master** hub for improving the data quality by following various **data governance** techniques and **data dictionary** standards.
- Executed **SQL queries** using **TOAD** for **Oracle dB** and **AQT** for **DB2, for data extraction** and **validation, developed application** using **Visual Basic** Wrote reports using **Crystal Reports** and **MS Access**.
- Assisted in **monitoring** ancillary **data transactions** and addressed **problems** with **HL7 messages**.
- Involved in the **formulation** of **Business Requirements** Document **BRO** after all **business requirements** were **defined clearly**, Creating **Dash Board** using **visual Basic** and **integrating** with **business objects**
- Writing **VBA** macros to automate repetitive tasks in **Excel**, such as data entry, **formatting**, and report generation.
- Extensive use of **Excel** to create **Functional** Specification **Documents** Templates
- Writing **functional** and **technical** specifications, **creating** source to **target mapping, designing data profiling** and **data** validation jobs in **Data Stage** and creating **ETL** jobs in **Data Stage,** Manage the **vendor** selection process via a **formal RFP process,** Involved in **Testing** by using **SQL** and **work** with **QA** together to develop test **Scenarios** and **test cases.**
- Analyzed **Business Requirements** and **segregated** them into **high level** and **low level Use Cases**, Activity **Diagrams** I State **Chart Diagrams** using **Rational** Rose according to **UML methodology** thus defining the **Data Process Models**.

Environment: data mapping, Data Flow Diagrams, HIPAA guidelines, SQL queries, TOAD, Oracle dB, Azure Key Vaults, Excel, VBA, pipelines, Chart Diagrams.

Client: Reliance Jio, Hyderabad, India   Mar 2019 - April 2021
Role: Programmer Analyst
Description: Reliance Jio, a subsidiary of Reliance Industries Limited, is India's largest telecom operator, offering a range of digital services including mobile connectivity, broadband, and digital platforms, I developed custom scripts and tools to streamline operations and reporting, reducing manual workload for the technical and marketing teams.

Responsibilities:
- **Integrated third-party APIs** and payment **gateways** to improve **e-commerce** functionality, increasing **checkout efficiency**
- **Automated deployment pipelines** using **CI/CD tools,** reducing release cycles by 30% and improving the reliability of **software updates**, assist other **project teams** with **data analysis data mining** and **data profiling** as **needed**.
- **Developed custom scripts** and tools to streamline operations and **reporting**, reducing manual workload for the technical and **marketing teams,**
- Involved in **mentoring** specific projects in **application** of the new **SDLC** based on the **Agile Unified Process**, especially from the **project** management **requirements** and **architecture** perspectives.
- **Developed SQL-based** data warehouse environments and **created multiple** custom **database** applications for **data archiving**, analysis and **reporting purposes**.
- **Prepared UAT Materials UAT** Test Cases to include **various** steps involved for **UAT** and to have **proper** coverage of requirements, **extensively** used **ETL** to **load data** from **Oracle database, SQL Server Flat files**
- Performed **Data mapping, logical data modeling**, created class **diagrams** and **ER diagrams** and used **SQL queries** to **filter data, Implemented** Excel **pivot tables** for **extraction** of **informative** data from **these databases** using **SAS excel plug-ins.**
- **Experience** in **data governance/ data stewardship business/systems analyst** needed to work as **part** of a **team** on **data governance** and writing **SQL queries**
- Worked on **Performance**, **Tuning** and **loading data** for fast access of **reports** in **Client Database** Server **balancing**, business **Rules** Implementation **Meta Data**, **Data Profiling**.

Environment: APIs, CI/CD tools, scripts, SDLC, SQL-based, UAT Materials, ETL, Oracle database, SQL Server Flat files, SQL queries, pivot tables, SAS excel