Mennuli Prasad *Data Analyst*

✉ **Email:** mennuliprasad9@gmail.com

Phone : +91 9392868667

Location: Kadapa, Andhra Pradesh,

LinkedIn: https://shorturl.at/D8xBP

GitHub: https://shorturl.at/q4Hz4

Education

Master Of Computer Application [CGP : 8.2]   **2024**
Sri Venkateshwara College Of Engineering And Technology, Chittor

Technical Skills

Language	-	Python,Sql
Libraries and Tools	-	Numpy,Pandas,Matplotlib,Seaborn,Powerbi
Database	-	MySql
Technologies	-	Artificial intelligence,Machine Learning,Deep Learning

Projects

1. **BikeWale EDA Project – Real-Time Bike Data Analytics Platform (2025)**

- Collected, cleaned, and analyzed a dataset of 900+ BikeWale records, converting unstructured data into a 100% analysis-ready format.

- Performed exploratory data analysis on engine CC, BHP, mileage, price, and customer ratings to identify 12+ key performance relationships.

- Built 15+ data visualizations (scatter plots, heatmaps, boxplots) revealing pricing, mileage variance, and performance trends across 30+ brands.

- Extracted actionable insights that improved benchmarking of bike categories and supported data-driven recommendations for users.

- Automated preprocessing pipeline, reducing manual cleaning time by ~40%.

Technologies Used: Python, Pandas, NumPy, Matplotlib, Seaborn, Jupyter Notebook.

Key Features: Comprehensive data cleaning and EDA pipeline, correlation visualization, feature-based performance comparison, and insight-driven reporting.

GitHub Repo: https://github.com/mennuliprasad-lab/BikeWale_EDA_Project

2. **Music Store Database Project – Data Analysis & Business Insights Platform (2025)**

- Designed and implemented a normalized relational database supporting 8+ interconnected tables for efficient music store data management.

- Ran 30+ optimized SQL queries (JOINs, CTEs, Window Functions) to uncover revenue trends, customer behavior, and genre popularity.

- Identified top 5 revenue-generating artists and top 3 high-value customer segments through analytical SQL queries.

- Delivered insights that improved marketing targeting accuracy by 18% and enabled better customer segmentation.

Technologies Used: MySQL, SQL

Key Features: Relational schema design, advanced SQL query optimization, revenue-based analytics, data

normalization for consistency, and visualization-driven insights.

GitHub Repo: https://github.com/mennuliprasad-lab/Music-Store-Data-Analysis

3.Bank Transaction Analysis Dashboard (Power BI)(2025)

- Developed an interactive Power BI dashboard to analyze bank transaction data, covering customer demographics, transaction patterns, and account balances.

- Analyzed transaction amount trends (daily, monthly) and customer age-wise spending behavior to identify high-value and frequent customers.

- Performed customer segmentation (New, Loyal, Lost) based on transaction frequency and revenue contribution to support retention strategies.

- Implemented risk and profitability analysis using credit scores and transaction behavior to identify high-risk customers and improve decision-making.

Technologies Used:**Power BI,DAX, MS Excel**

 Key Features: Interactive dashboards and slicers, KPI cards (Total Revenue, Avg Transaction, Account Balance),Customer segmentation analysis, Transaction trend analysis (daily/monthly), Risk-level classification using credit scores, Drill-down and filter-based insights

Certifications

- **Data Analytics and Visualization –** Innomatics Research labs
- **Python and SQl and Powerbi**   _ Innomatics Research labs

Languages

- English
- Telugu