

Sai Nakshatra Thogita

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WORK EXPERIENCE

University of Florida - Gainesville, FL

Jan 2025 - Present

Graduate Student Assistant

- Integrated **60,000+** biomedical and academic records using Python and SQL, performing root cause analysis to resolve data inconsistencies and **improve data quality by 20%**.
- Structured analytical datasets to support engagement and performance analysis across **four biomedical programs**, enabling semester-level trend forecasting.
- Automated Tableau dashboards to monitor academic and research KPIs, aggregating and analyzing data to **reduce manual reporting by 25%** and provide actionable insights.
- Engineered predictive models using historical academic data to identify at-risk students, boosting **early intervention effectiveness by 15%**.

Oracle India Private Limited - Bengaluru, India

Aug 2022 - Jul 2024

Technical Consultant (Analytics & BI)

- Developed Power BI and Oracle BI Publisher dashboards on top of enterprise data warehouse and Oracle HCM Cloud datasets, **accelerating reporting by 35%**.
- Analyzed workforce and operational data using SQL to support data-driven decisions impacting **1,000+ employees** across HR, finance, and customer service operations.
- Standardized HR reporting workflows and implemented validation checks across payroll, attendance, and performance data, **improving data accuracy by 30%**.
- Collaborated cross-functionally with HR and operations teams to define KPIs and build reusable data models, standardizing reporting across **20 dashboards**.
- Optimized SQL queries and reporting refresh processes, **enhancing data availability by 40%** and meeting enterprise reporting SLA requirements.

PROJECTS

SaaS Retention, Cohort, and Feature Adoption Prediction | SQL, Python, Power BI

- Consolidated multi-month user activity data into dashboards to track churn, retention, and feature adoption, reducing **reporting turnaround time by 80%**.
- Identified high-risk churn cohorts and quantified revenue risk using ARR/MRR trend analysis, enabling targeted retention strategies that **improved user engagement by 15%**.

Marketing Mix Modeling & Budget Optimization | RStudio, Tableau, Excel, Statistics

- Evaluated channel-level contribution to weekly sales using marketing mix modeling, identifying underperforming digital ad channels responsible for **18% of wasted spend**.
- Developed dashboards and Solver-based simulations to compare budget allocation scenarios, recommending strategies that projected a **25–30% revenue uplift** under optimized budget scenarios.

E-Commerce Customer Segmentation and Conversion Analysis | Python, Power BI, Generative AI

- Analyzed clickstream and transaction data to segment customers using RFM analysis and clustering, **improving recommendation relevance by 22% and simulating conversion uplift of 17%**.
- Built interactive Power BI and Streamlit dashboards to visualize customer segments and engagement metrics for 50,000+ users.

EDUCATION

University of Florida - Gainesville, FL

Aug 2024 - May 2026

Master of Science in Information Systems (Data Science) | CGPA: 3.5/4.0

Coursework: Statistical Analytics, Business Intelligence, Project Management, System Design, Business Analytics

Jawaharlal Nehru Technological University - Hyderabad, India

Aug 2018 - Jun 2022

Bachelor of Technology in Computer Engineering | CGPA: 3.6/4.0

Coursework: Big Data Analytics, Data Mining, Data Visualization, Database Management Systems

SKILLS

Programming: Python, R, SQL, Java

Analytics & BI: Power BI, Tableau, Looker, Excel (Pivot Tables, Power Query), Alteryx

Databases & Cloud: MySQL, PostgreSQL, PL/SQL, NoSQL, Oracle, AWS, Azure

Version Control: Git, GitHub