

# NAVEEN MANDULA

Data Analyst | Business Intelligence Specialist

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 Portfolio

## PROFILE

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Results-oriented **Data Analyst** and Master of MIS graduate with expertise in **SQL-based data extraction**, dashboard development, and business intelligence. Proven track record of querying complex, unstructured transaction datasets (1M+ rows) to generate actionable insights. Skilled in transforming raw logs into visual narratives using **Power BI** and **Tableau** to support strategic decision-making. Passionate about bridging the gap between technical data structures and business KPIs.

## EDUCATION

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Masters in Management information systems	08/2023 – 05/2025
Auburn University At Montgomery	Montgomery
Bachelors in Computer science technology	06/2018 – 09/2022
University of florida CGPA- 9.7	

## SKILLS

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- Data Analysis & Programming:** SQL (Advanced Queries, CTEs), **Python (Pandas, NumPy)**, **R**, ETL Processes, **Data Modeling**.
- Tools & Platforms:** Jira, Confluence, Microsoft Azure Fundamentals, Relational Databases.
- Core Competencies:** KPI Tracking, Market Trend Analysis, User Behavior Modeling, A/B Testing.
- Data Analysis:** SQL (Advanced Queries, Joins), **Data Verification**, **Root-Cause Analysis**, **Trend Analysis**, ETL Processes.
- Visualization & BI:** Power BI (DAX), Tableau, **Modern Business Intelligence Tools**, Excel (Financial Modeling, Macros/VBA).
- Methodologies:** **ROI Evaluation**, **Emerging Trend Analysis**, A/B Testing, Cost Reduction Strategies.

## PROJECTS

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### Market Liquidity & Comparative Sector Analysis (SQL & Visualization)

- Objective:** Analyzed the economic activity and market share shift between two major technology platforms (Platform A vs. Platform B).
- Methodology:** Utilized advanced **SQL (UNION ALL)** to aggregate disparate database schemas, normalizing data fields to compare Daily Active Users against Transaction Volume.
- Outcome:** Visualized a clear divergence in user adoption, providing data-backed signals on retail customer migration patterns.

### Emerging Tech Sector Index (Data Modeling)

- Objective:** Constructed a real-time market index for the emerging "AI Agent" asset class to quantify sector-wide liquidity and adoption trends.

### Global Supply Chain Efficiency Dashboard (Tableau & SQL)

- Objective:** Analyzed shipping delay patterns across 5 global regions to identify risk factors in "Last Mile" delivery.
- Action:** Conducted **root-cause analysis** on shipping delay patterns across 5 regions to identify risk factors and develop solutions for 'Last Mile' delivery challenges.

## INTERNSHIP

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### Data Analyst

07/2025 – Present

Focused on data-driven ROI analysis for corporate initiatives and engagement strategies.

- Analytics & Reporting:** Developed **Power BI** dashboards to track event KPIs, registration conversion rates, and engagement metrics for company-wide activations.

- **Data Management:** Managed complex datasets within Excel and Workday, utilizing Pivot Tables and Macros to automate post-event reporting, reducing manual data entry time by **30%**.
- **Cross-Functional Collaboration:** Partnered with Product, Sales, and Design teams to align event strategies with broader Go-To-Market goals, ensuring data consistency across departments.
- **Project Management:** Utilized Jira and Confluence to track project lifecycles, ensuring 100% on-time delivery of analytical reports and event materials.

## EXPERIENCE

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### Data Analyst / Market Research Consultant *Insight hub*

04/2021 – 08/2023

Leveraged advanced SQL to analyze high-volume transaction data and publish market research reports for the fintech sector.

- **Developed Automated Dashboards:** Built interactive SQL-based dashboards to track Daily Active Users (DAU), Volume, and Retention Rates across competing market platforms, processing over 500k daily records.
- **Complex Data Parsing:** Utilized SQL (PostgreSQL logic) to decode unstructured transaction logs (JSON/Hex data), extracting usable fields to categorize user segments and identify "Power Users."
- Ensured **data quality, integrity, and compliance** with privacy standards by implementing rigorous validation scripts in **Python** and SQL, filtering anomalies in 500k+ daily records.
- Contributed to **data modeling** and **warehousing** frameworks by utilizing advanced SQL (UNION ALL) to aggregate disparate database schemas, creating a unified metrics system for cross-platform analysis.
- **Stakeholder Communication:** Translated complex backend data queries into digestible charts and summaries for a non-technical audience of 5,000+ readers on social platforms
- Led **data mapping** and **conversion** efforts by utilizing advanced SQL (UNION ALL) to aggregate disparate legacy schemas into a unified **Master Data** framework."

## CERTIFICATIONS

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- Power BI for Data Analytics
- Microsoft Azure Fundamentals