

Pradeep Kumar Yenni

Bangalore, IN | +91 9966961919 | Pradeep.yenni@gmail.com | **Linkedin:** www.linkedin.com/in/yenni-pradeep-kumar | **Portfolio:** <https://pradeepkumaryenni.github.io/Portfolio/> | **GitHub:** <https://github.com/pradeepkumaryenni/My-Projects>

Results-oriented Data Analyst with 2 years of experience in BI development, ETL workflows, and data modeling.

ACADEMIC QUALIFICATIONS

Year	Degree/Examination	Board/University	Specialization
2021	B.Tech. (IT)	GMR Institute of Technology, Rajam	Information Technology
2017	Class XII	Board of Intermediate Education, AP	Maths, Physics, Chemistry
2015	Class X	Board of Secondary Education, AP	

CERTIFICATIONS AND SKILLS

Certifications	Microsoft Certified: Azure Administrator Associate [AZ-104] Microsoft Certified: Power BI Data Analyst Associate [PL-300]
Skills	Programming Languages: Python, SQL Tools & Technologies: Power BI, Tableau, Azure Data Factory, Generative AI, Excel Databases: MySQL, MS SQL Server Business Intelligence & Data Analytics: DAX, Dashboard Development, Data Modelling, ETL Workflows

WORK EXPERIENCE 1: Tata Consultancy Services | Bangalore, India

MAY 2022 - OCT 2023

Role	Data Analyst & BI Developer Client: Glaxo Smith Kline (GSK)
Key Deliverables	<u>Sales Insights Dashboard Development:</u> Collaborated with a 6-member team to design a Power BI sales insights dashboard for GSK's senior leadership powered by Azure SQL . The dashboard delivered actionable insights into sales and customer behaviour, helping drive strategic decision-making, optimized marketing strategies, and revenue growth. <u>Approach:</u> <ul style="list-style-type: none">ETL & Data Integration: Conducted end-to-end ETL workflows using Azure Data Factory to centralize data from multiple sources into Azure SQL, ensuring consistent, reliable datasets.Data Analysis & Advanced Calculations: Used SQL and complex DAX in Power BI to perform data modelling and generate insightful visualizations.Automation & Reporting Efficiency: Streamlined reporting processes, achieving a 25% reduction in report generation time.Data Quality Assurance: Executed thorough data validation checks, improving data accuracy by 30% to enhance decision-making reliability for stakeholders.

WORK EXPERIENCE 2: Think & Learn Pvt. Ltd. - BYJUS | Visakhapatnam, India

DEC 2021 – FEB 2022

Role	Data Analyst
Key Deliverables	Sales performance dashboard: Collaborated with sales and business development teams and developed BI dashboard by using Tableau to track revenue and engagement KPIs. This dashboard helped the sales managers to boost lead conversion by 30% and enhanced overall sales effectiveness.

TECHNICAL PROJECTS

Store Sales Performance Report (Power BI, DAX, Excel)	<ul style="list-style-type: none">Developed a Power BI dashboard with advanced visualizations for product performance, revenue trends, and customer classifications, supporting data-driven insights.Utilized DAX in Power BI for customer segmentation, analyzing purchase patterns, recency, and lifetime value.
Drug Sales Dashboard (Power BI, DAX)	<ul style="list-style-type: none">Developed a comprehensive Power BI dashboard to monitor drug sales, implementing DAX measures for month-over-month growth and generating real-time insights into sales trends.Created an end-to-end report to deliver actionable insights, and designed KPI cards to showcase metrics like total sales, average sales per unit, and gross margin, enhancing data visibility for key performance evaluation.
Customer Churn Analysis & Prediction (Python, Power BI, Gen AI)	<ul style="list-style-type: none">Conducted comprehensive data preprocessing, leveraging generative AI for data generation, and performed EDA to uncover customer churn drivers.Developed a churn prediction model using Python (scikit-learn) to identify high-risk customers and optimize retention strategies.

EXTRA CURRICULAR ACHIEVEMENTS

College Fest Website – Database Management	<ul style="list-style-type: none">Purpose: Managed the database for event registrations, ensuring efficient handling of participant data.Skills Utilized: SQL for data management, Excel for tracking participants, and collaboration with organizers.Impact: Enhanced the registration process, improving efficiency and participant experience through streamlined data handling.
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