

Praneeth Kumar Reddy Pappu

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PROFESSIONAL SUMMARY

Data Analyst with 2 years of experience in ClobData and Ecological Servants Project, specializing in data analysis, ETL processes, and business intelligence reporting across SQL, Power BI, Excel, and Python. Proficient in building dashboards, cleaning and modeling data, and delivering actionable insights using Snowflake, Azure Data Factory, and Databricks to support business decision-making.

SKILLS

- **Databases:** SQL (MySQL, SQL Server, PostgreSQL)
- **Visualization:** Power BI, Tableau, Excel Dashboards
- **Data Analysis:** Data Cleaning, Data Modeling, KPI Reporting, Statistical Analysis
- **Programming:** Python (Pandas, NumPy) – basic for automation and data wrangling
- **Cloud & Warehousing (Exposure):** Snowflake, Azure Data Factory
- **Tools:** Excel (Advanced Formulas, PivotTables, Power Query), Git, Google Analytics

EXPERIENCE

DATA ANALYSIS AND RESEARCH INTERN, Ecological Servants Project, Remote | Jul 2025 – Present

- Manage and analyze environmental program data (100+ entries monthly), ensuring accuracy and reliability for reporting and strategic decision-making.
- Design interactive dashboards and reports in Excel, Google Sheets, and Power BI, visualizing key metrics such as program reach, engagement, and impact outcomes.
- Write SQL queries to explore datasets, uncover trends, and provide actionable insights that drive program improvements and community initiatives.
- Track and optimize website and blog performance with 10,000+ monthly visitors, analyzing top-performing content, drop-off points, and device usage to increase user engagement.
- Conduct social engagement and grant research, compiling audience behavior trends and funder alignment to support outreach and fundraising strategies.
- Collaborate with staff to streamline workflows, optimize content, and improve operational efficiency, contributing to measurable growth in engagement and returning visitors.

EDUCATION

Master of Science in Data Science and Analytics

Florida Atlantic University, Boca Raton, FL | GPA: 3.86 / 4.0 | Completed: May 2025

Bachelor of Technology in Computer Science and Information Technology

Siddhartha Institute of Engineering and Technology, Puttur, India | GPA: 3.26 / 4.0 | 2019 - 2023

CERTIFICATIONS

- **LeetCode SQL 50 Challenge** | LeetCode | Jul 2025
- **Snowflake SnowPro Core Certification Prep Course** | Udemy | Jul 2025
- **SQL Assessment** | Hacker Rank | May 2025
- **The Complete SQL Bootcamp** | Udemy | Feb 2024
- **Microsoft Power BI Desktop for Business Intelligence** | Udemy | Jan 2025
- **Excel Purple Belt (Level 3)** | McGraw Hill | Nov 2023

PROJECTS

Year-Round Blog Analytics, Engagement & SEO Strategy (Aug 2025 - Ongoing)

- Manage a recurring analytics process using Google Analytics 4, Excel, Ubersuggest, and Google Trends, analyzing traffic and engagement data from Jan–Present (10,000+ monthly views).
- Identify top-performing content and underperforming pages, implementing CTAs, internal linking, and mobile-first UX improvements.
- Reduce bounce rate from 84 percent to 72 percent and increase average session duration from 6.5 to 8.3 minutes through ongoing optimization.

- Drive 35% YoY growth in referral and social traffic by improving content strategy and outreach.
- Optimize content publishing schedule based on traffic patterns, achieving 15% higher engagement on peak days.
- Automate monthly dashboards and KPI reporting, delivering actionable insights to stakeholders and supporting 20% growth in returning visitors.

Customer Churn Prediction & Analytics | Apr 2025 - May 2025

- Developed an ETL pipeline in Microsoft SQL Server to clean and structure raw customer data, managing over 100,000 customer records with missing values handled and data types corrected.
- Conducted detailed exploratory analysis via SQL, profiling customer demographics, geography, and service usage; calculated KPIs including Total Customers, 15 percent Churn Rate, and 5 percent New Joiners to guide decisions.
- Designed and deployed a Power BI dashboard with more than 10 interactive visuals segmented by customer attributes; created custom DAX measures to highlight churn trends and retention drivers.
- Built and validated a Random Forest model in Python achieving an accuracy of more than 85 percent, with confusion matrix and classification reports for reliable churn prediction.
- Integrated churn predictions into Power BI dashboards, enabling visualization of predicted churners covering 15 percent of customers, supporting targeted retention campaigns.

Inventory & Supply Chain Management Analysis – Power BI Dashboard | Feb 2025 - Mar 2025

- Developed a Power BI dashboard analyzing more than 200K supply chain records, tracking KPIs such as Inventory Days (15.56), Warehouse Utilization (34 percent), and Backorder Rates.
- Cleaned and transformed raw data using Power Query; built a star schema model with Region, Category, Supplier, and Warehouse dimensions.
- Created advanced DAX measures for Inventory Turnover, Lead Time, Transportation Costs, and Order Fulfillment metrics.
- Delivered interactive visuals enabling dynamic regional and category analysis, revealing high transportation costs in Electronics and Furniture sectors and identifying 248 pending backorders.
- Supported data-driven decisions leading to improved warehouse efficiency and supply chain performance.