

Rokkala Praveen

+91 8688840169 | rokkalap049@gmail.com | [Linkedin](#) | [GitHub](#)

SUMMARY

Results-driven **Data Analyst** with expertise in **data visualization**, **database management**, and **automation**. Skilled in building **interactive dashboards** and implementing **data pipelines** to optimize operations and drive decision-making. Proficient in **SQL**, **Power BI**, and **Python** for **data analysis**, **fraud detection**, and **report automation**. Demonstrated ability to deliver **15%** improvements in efficiency, **30%** faster data processing, and **25%** boost in team productivity through automation. Experienced in developing **custom CRM solutions** and collaborating with teams to implement data-driven strategies.

WORK EXPERIENCE

TVAM Technology

Data Analyst

Feb 2024-Present

- Built interactive dashboards for Advance Managers, State Heads, and Business Heads to monitor KPIs like collection efficiency, on-time payments, and regional trends.
- Enabled real-time collection monitoring, identifying underperforming regions, increasing collection efficiency by 15%.
- Enhanced field team decision-making by 20% with customer payment behavior insights.
- Developed SQL stored procedures, improving backend data processing speed by 30% for dashboards.
- Designed data pipelines, streamlining collections and disbursements for field teams, reducing data retrieval time by 25%.
- Created a mini CRM for telecallers using Microsoft Power Automate, automating call scheduling, feedback, and supervisor tracking. Boosted telecalling efficiency by 25% through workflow automation.
- Conducted transaction analysis using Python, identifying 10+ instances of fraud/anomalies in loan disbursements.

BYJU'S

Senior Content Analyst

July 2020 – Mar 2023

- Streamlined communication and increased efficiency by 30% by building automated Google Sheets that enabled cross-functional teams to share data in real-time, eliminating the need for manual updates and reducing errors.
- Designed an Excel dashboard with a 90% success rate in monitoring the KPI and reporting of a 40-person team, enabling quick identification of areas that needed improvement and facilitating data-driven decision-making.
- Reduced workload related to routine tasks by 10% and automated report delivery to stakeholders on a weekly basis by creating batch files and using the task scheduler, leveraging SQL for efficient data extraction and analysis.
- Incorporated feedback from student surveys and data analysis and decreased session length to achieve 10% increase in presenter efficiency and an increase in session completion rate by 70%.
- Analyzed student feedback and collaborated with tech and Product teams to introduce poll questions feature to improve user engagement and increased average session time by 20%.
- Developed and presented a Power BI dashboard to stakeholders that showcased key metrics, including student performance, conversion rates to paid versions, and employee performance. The project aimed to identify areas for improvement and determine relevant KPIs, resulting in data-driven insights that informed decision-making. Specifically, the dashboard led to the implementation of targeted interventions, resulting in a 15% increase in student engagement and a 10% increase in revenue.
- Conducted regular analysis and audit of daily work reports to identify areas for improvement and assign tasks to employees, and higher transparency for higher management.

IIT Patna, Patna

Assistant Data Annotation Researcher

Jan 2019 – Feb 2019

As an intern under the supervision of Dr. Sri Parna Saha, Associate Professor at IIT Patna, contributed to a research paper on biological data analysis and web scraping theory.

PROJECTS

RP - Sales Report(2022) | https://github.com/praveen83r/Rp-Sales_Report.git

- Sales Report (2022) – Analyzed sales data of RP Store from various e-commerce platforms and created excel dashboards.

RP – Ecommerce Sales Dashboard | <https://github.com/praveen83r/RP---E-commerce-Sales-Dashboard.git>

- Created an Interactive sales tracking and analysis Dashboard using Power BI.

- Utilized various parameters and customized filters and slicers to provide in-depth analysis of data. The dashboard was based on data from multiple sources, including [Amazon, Flipkart, Myntra, and Ajo].

Music_Album_Sales_Analysis | https://github.com/praveen83r/Music_Album_Sales_Analysis.git

- Developed SQL queries to analyze a music store database containing over 10,000 records, demonstrating proficiency in database management and query optimization. Wrote complex SQL queries to answer business questions.

EDUCATION

NIT Mizoram | Mizoram Campus | B.Tech in Computer Science Engineering

July 2016 - July 2020

SKILLS

Technical: Mysql - Data types | Queries | Aggregate Function | Sub-Queries | Joins | CTEs | Window function |
Advanced Excel – Pivots | Charts | Lookups | Dynamic Arrays | Power Query | Power Pivot |
Power Bi – Connecting & Shaping Data | Creating Table | DAX Calculation | Visualizing |
Python - Pandas | Numpy | Matplotlib | flask | Machine Learning | Deep Learning | sci-kit |