ROHITH SRINIVASA

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Data Analyst with 2+ years of experience analyzing operational and business data to support reporting, process improvement, and decision-making. Experienced in SQL, Python, and BI tools to deliver reliable dashboards, uncover trends, and communicate insights to non-technical stakeholders. Background working with large, messy datasets in production environments with a strong focus on data quality and business impact.

EDUCATION

Master of Science in Data Science Analytics and Engineering — **May 2026**
Arizona State University, Tempe — *GPA – 3.70*

Bachelor of Engineering in Computer Science — **May 2022**
Don Bosco Institute of Technology, India — *GPA - 4*

TECHNICAL SKILLS & CERTIFICATIONS

Data Analysis & Reporting: SQL (joins, aggregations, window functions), Python (Pandas, NumPy), Excel (pivot tables, formulas), Exploratory Data Analysis (EDA), Data Cleaning & Validation, KPI Definition & Reporting
Data Visualization & BI: Power BI, Tableau, Data Visualization, Dashboard Design, Business Intelligence Reporting
Statistics & Analytics: Descriptive Statistics, Hypothesis Testing, A/B Testing, Time-Series Analysis (trend & seasonality)
Databases & Data Platforms: PostgreSQL, Azure Data Lake
Tools & Collaboration: Git, GitHub

PROFESSIONAL EXPERIENCE

IoT & Data Consultant — Software AG — **April 2022 – July 2024**

- Analyzed high-volume operational and IoT data to identify trends, anomalies, and performance issues impacting system reliability and business operations.
- Built and maintained ETL pipelines and reporting workflows using SQL, Python, Azure Data Lake, and Power BI, reducing reporting turnaround time by 35%.
- Developed automated dashboards and KPI reports that enabled business stakeholders to monitor operational efficiency and make data-driven decisions.
- Performed time-series analysis on ~50K+ daily events to detect patterns and support proactive issue identification, contributing to a 22% reduction in system downtime.
- Partnered with cross-functional teams to translate analytical findings into clear insights and actionable recommendations for process improvement.
- Implemented data quality checks and validation logic across multiple data sources to ensure accurate and reliable reporting.
- Recognized with the **Software AG Spot Award (Jan 2024)** for delivering impactful, stakeholder-focused analytics solutions.

PROJECTS

Bike Demand Forecasting (Time-Series Analysis)

- **Technologies:** Python (Pandas, NumPy), SQL, Power BI
- Analyzed large historical datasets to identify demand patterns, seasonality, and key drivers affecting bike usage.
- Performed exploratory data analysis and time-series analysis to understand peak usage periods, weather effects, and weekday vs. weekend trends.
- Built and compared multiple forecasting approaches and evaluated performance using appropriate error metrics.
- Communicated insights through visualizations and summary dashboards to support planning and resource allocation decisions.

Phishing Scam Detection (Applied NLP)

- **Technologies**: Python, SQL, Tableau
- Analyzed and cleaned large datasets of phishing-related text and metadata to identify common patterns and risk indicators.
- Performed feature analysis and exploratory data analysis to understand drivers of phishing likelihood.
- Built analytical reports and visualizations to communicate risk insights to non-technical stakeholders.
- Used model outputs and feature importance to support explainable, data-driven fraud monitoring decisions.

ADDITIONAL ANALYTICS EXPERIENCE

- Supported ad-hoc data analysis requests by writing SQL queries and performing exploratory analysis in Python to answer operational and business questions.
- Cleaned, validated, and reconciled data from multiple sources to improve consistency and accuracy in recurring reports.
- Assisted in defining, tracking, and documenting key operational KPIs used in internal performance reviews.
- Created one-off visualizations and summary reports to communicate findings clearly to non-technical stakeholders.
- Documented data definitions, assumptions, and analysis logic to support transparency and repeatability.