



## SIRISHA MAKKA

██████████ | ██████████ | Westerville Columbus, Ohio 43081

Data Analyst

### Summary

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Committed job seeker as an Analyst with a history of meeting company needs with consistent and organized practices. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand. As a Data Analyst, I have leveraged my strong analytical and problem-solving skills to develop and implement successful data analysis projects.

### Skills

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- Teamwork and Collaboration
- Resolving Problems and Incidents
- Hardware and Software Repair
- Interpersonal Skills
- Data Analysis
- Data Visualization and Presentations
- Statistics and SAS
- Data Mining
- Database Programming and SQL
- Business Management
- Business Analysis
- Project Management
- Data and Analytics
- Data interpretation
- Google Analytics

### Experience

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Amazon

Data Analyst

05/2018 - 03/2022(INDIA)

- Worked on building and maintaining the basic data artifact like ETL, data models, queries, and reports to answer basic business questions. Worked on analytics and metrics visualization tools. Worked on deep analysis of data and determining the best way to represent it to managers and stakeholders.
- Worked on project as a project support manager with IT support team. Worked as subject matter expert to train onboarding teams.
- Ensuring quality assurance and process documentation and defining key performance indicators. Provided solutions that inform teams' business decisions. Delivered practical and actionable recommendations by translating analysis into insights and strategy. Communicated findings clearly and concisely narrative-driven presentations and effective data visualizations. Worked on scrum teams and story telling with data visualization.
- Contributed to constructive technical discussion. Worked on operational details of the business like the key dependencies, business drivers/KPIs. Worked on ingesting process, persists, and analyze data. Distributed systems, data modeling and scientific methods. Proficient in descriptive statistics and familiar with inferential statistics. Worked on Jira software for issue tracking, bug tracking and project management. Conduct analysis on performance and business impact.
- Work with stakeholders to understand business goals, methodology considerations and timing for analysis and reporting work.

- Tools: Amazon Redshift, Amazon Redshift Serverless.
- Languages: Python, R, Jupyter Notebook, Apache Spark, SAS, Microsoft Power BI, Tableau.

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### Digital Interaction Advisor

10/2016 - 11/2017(INDIA)

- Analyzed marketing information and translated it into strategic plans for store operations.
- Tracked communications strategies, advertising campaigns and marketing approaches to measure successes and failures.
- Collected and reported on customer demographics, preferences and buying habits to help marketing teams target strategies.

**Projects:** Worked on different projects during master's in business analytics. Gained knowledge on how real time projects work. Worked on projects based on SAS, Big data, predictive analysis, ERP, data visualization and reporting. Business analysis strategy, A/B testing, financial modeling, and marketing management. Got the best results from these projects using R, python and SQL, Tableau and Excel. Worked on data driven analytics strategy report, and storytelling through data visualization, SAS text mining, SAS association and cluster analysis, predictive modeling, data exploration, data base refactoring, data normalization, query optimization, Pivot analysis, CAPM analysis. Worked on different products using tableau and provided insights and recommendations for improving the overall profit. Worked on scenario-based projects linking the Global superstore. Worked on projects using Google analytics. Campaign Analytics. Worked on Project related to Cash Budget and Financial Statement Forecasting, Business and Financial Risk Appetite, Capital Asset Pricing Model (CAPM) Analysis, Capital Budgeting, Analytic Modeling.

Certifications: SAS - Franklin University Academic Specialization in Data Analytics issue by SAS.

Data Mining with R issues by Franklin University.

Marketing Analytics issues by Franklin University.

## Education and Training

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Franklin University | Columbus, OH

**Master of Science** in Business Analytics