

# SANKILI GOURISHANKAR RAO

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## **PROFESSIONAL SUMMARY**

Results-driven Data Analyst with hands-on experience leveraging Python, SQL, Power BI, and analytics platforms to extract, process, and visualize data for actionable business insights. Strong analytical and problem-solving skills with expertise in interpreting complex datasets and identifying meaningful patterns. Proficient in building interactive dashboards, automating workflows, and collaborating with cross-functional teams to translate data into impactful business solutions.

## **TECHNICAL SKILLS**

**Analytics Tools:** Google Analytics (GA4), Google Tag Manager (GTM)

**Programming and Query Languages:** Python (Pandas, NumPy, Matplotlib, Seaborn), SQL

**Data Platforms:** Google Cloud Platform (GCP), Power BI, Microsoft Excel (Pivot Tables, VLOOKUP, Advanced Formulas)

**Core Competencies:** Data Analysis, Statistical Modeling, Data Visualization, ETL Processes, Data Collection, Tag Management

**Soft Skills:** Analytical Problem-Solving, Cross-Functional Collaboration, Written and Verbal Communication, Product Sense

## **PROFESSIONAL EXPERIENCE**

### **Data Analyst Intern**

GrowingSeed Technology | Noida, Delhi | August 2024 - Present

- Analyzed large datasets (10,000+ records) using SQL queries, identifying patterns that improved targeted marketing campaign ROI by 25%
- Applied statistical methods and probability analysis on 5,000+ customer interactions, enhancing churn prediction models and reducing churn rate by 12%
- Automated complex calculations using Excel formulas and Pivot Tables, reducing manual reporting time by 30%
- Conducted exploratory data analysis (EDA) across 4+ product lines, identifying key performance drivers that increased upselling potential by 15%
- Designed impactful visualizations using Matplotlib and Seaborn, improving internal presentation clarity and influencing strategic decisions

## **PROJECTS**

### **Customer Behavior Analysis - Noida Eats**

- Analyzed behavioral patterns of 5,000+ customers using SQL, identifying high-churn segments and implementing strategies that improved retention by 12%
- Delivered cohort analysis that influenced marketing redesign, improving re-engagement rates by 18%

### **Inchcape HR Analytics Dashboard**

- Engineered Power BI dashboards visualizing HR data across 7 departments, reducing reporting turnaround time from 3 days to 1 day
- Provided actionable insights into employee attrition and department-level performance, achieving 10% improvement in HR efficiency

### **Expense Tracker Application**

- Developed Python-based expense tracker enabling 10+ users to visualize monthly budgets and spending habits
- Implemented visual financial summaries that helped users reduce overspending by an average of 12% per month

## **EDUCATION**

### **Bachelor of Technology in Electronics and Communication Engineering**

Jawaharlal Nehru Technological University, Vizianagaram | 2020 - 2024 | CGPA: 7.4

## **CERTIFICATIONS**

Salesforce Developer Virtual Certificate (May 2023) | All India Radio (AIR), Visakhapatnam (May 2023)