SANKILI GOURISHANKAR RAO

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Professional Summary

Aspiring Data Analyst with hands-on experience using Python, SQL, Power BI, and Excel to extract, process, and visualize data for actionable business insights. Skilled in building dashboards and automating workflows to improve reporting efficiency. Strong understanding of statistics and data modeling, with a focus on turning raw data into impactful solutions that support decision-making across teams.

Technical Skills

- **Programming Languages:** Python (Pandas, NumPy, Matplotlib, Seaborn), SQL
- **Tools & Technologies:** Excel, Power BI, ETL, Data Cleaning
- **Business Intelligence:** Data Analysis, Visualization, Reporting

Experience

GrowingSeed Technology
Noida, Delhi
Data Analyst Intern   Aug 2024 – Present

- Utilized **SQL** to query and manipulate large datasets (10,000+ records), uncovering patterns that contributed to a **25% improvement** in targeted marketing campaign ROI.
- Applied **probability and statistical methods** to analyze over 6,000 customer interactions, improving churn prediction models and reducing churn by **12%**.
- Automated complex calculations using **Excel formulas and Pivot Tables**, resulting in a **30% reduction** in manual reporting time.
- Conducted **exploratory data analysis (EDA)** across 4+ product lines to identify **key performance drivers** that increased upselling potential by **15%**.
- Developed **interactive Power BI dashboards** tracking 10+ KPIs (e.g., retention rate, AOV, regional sales), enabling real-time business monitoring and faster decision-making.
- Created impactful visuals using **Matplotlib and Seaborn**, which improved internal presentation clarity and influenced team-wide strategy decisions.
- Collaborated with 3+ cross-functional teams (marketing, sales, and product) to translate business challenges into data-driven insights, accelerating project timelines by **20%**.

Projects

Customer Behavior Analysis – Noida Eats

- Analyzed behavioral patterns of 5,000+ customers using SQL; identified high-churn segments and supported strategies that improved customer retention by **12%**.
- Delivered a cohort analysis that influenced a **redesign of marketing efforts**, improving re-engagement rates by **18%**.

Inchcape HR Analytics Dashboard

- Created **Power BI dashboards** visualizing HR data across 7 departments; reduced reporting turnaround time from 3 days to 1 day.
- Provided insights into employee attrition and department-level performance, leading to a **10% improvement in HR efficiency**.

Expense Tracker Application

- Built a **Python-based expense tracker** that helped 10+ users visualize monthly budgets and spending habits.
- Enabled users to reduce overspending by an average of **12% per month** through visual financial summaries.

Certifications/Courses

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

Education

Jawaharlal Nehru Technological University, Vizianagaram   Graduation Date: 2020-2024
B.Tech in Electronics and Communication Engineering. CGPA: 7.4