

Curriculum vitae

Name: CHERUKURI MUNI SANTHOSH NAIDU

Email Id: santhunaidu9908@gmail.com

Contact Number: 9908766974

Education

Garden City University (On Going)

Bangalore, Karnataka

BBA in Business Analytics; GPA: 8.5

Sep 2022 – July 2025

Acharya N G Ranga Agricultural University

Anantapur, Andhra Pradesh

Diploma in Agriculture; GPA: 8.8

April 2020 – Aug 2022

Professional Summary

Detail-oriented Data Analytics professional with experience in SQL, Excel and Tableau for data analysis and visualization. Strong analytical skills in data segmentation, sales performance analysis, and report generation. Adept at extracting insights from large datasets and presenting findings through dashboards and reports to drive decisions. Seeking opportunities to apply technical expertise and problem-solving skills in data analytics roles.

Professional Skills

SQL:

- Having good idea on basics of SQL
- Having command on DQL, DML, DDL statements.
- Having Knowledge on Constraints, Sub queries, Joins.
- Having Knowledge on Window Function, CTE's , creating VIEW.

Ms Excel:

- Skilled in applying multiple VLOOKUP and HLOOKUP Functions.
- Proficient in Pivot Tables and Pivot Charts.

Tableau:

- Experienced in importing data from MySQL and MS Excel into Tableau for visualization and analysis.
- Proficient in creating bar charts, pie charts, and dashboards in Tableau for data visualization.

Python:

- Basics of Python.

Soft Skills:

- Report Building.
 - Excellent Communication.
 - Presenting Insights.
 - Ability to work under pressure.
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Work Experience

Data Analyst Intern, IndusInd Bank Pvt, Kodambakkam, Chennai

- Collected and verified data from various Registrar Transfer Agent (RTA) portals to ensure accuracy for data segregation and report generation.
 - Extracted and optimized 10+ datasets, reducing processing time by 30%.
 - Used advanced Excel functions like **VLOOKUP** to match and validate data across different datasets.
 - Assisted the Associate Manager in creating **pivot tables** and **pivot charts** for data analysis.
 - Developed visualizations such as bar charts, pie charts, and dashboards in **Tableau** to present key insights to the Vice President. Provided data-driven insights based on past investment trends.
 - Created NFO (New Fund Offer) reports and shared them with the fund transfer team for processing.
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Projects

Sales Performance and Customer Insights Analysis using MySQL

- Conducted Change Over Analysis to identify seasonality and trends in product sales across months and years.
 - Performed Cumulative Analysis using window functions to track business profitability trends.
 - Carried out Performance-Based Analysis by comparing current sales/profits with previous years to assess growth.
 - Implemented Part-to-Whole Analysis to determine top-selling products and customer categories with the highest purchase percentage.
 - Executed Data Segmentation to classify customers based on age groups and spending behaviour for targeted marketing strategies.
 - Developed Customer Reports with total customers, average spending, and customer classification (new/VIP).
 - Created Product Reports to track product sales, profitability, and top-performing items.
 - Designed and optimized SQL Views to support visualization teams in presenting insights effectively.
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Certifications

Data Analytics and Visualization Job Simulation (Accenture) [LINK](#)

- Completed practical tasks in project understanding, data cleaning & modeling, data visualization & storytelling, and client presentation.
- Gained hands-on experience in analyzing data insights and communicating findings effectively.

(Deloitte) [LINK](#)

- Learned practical approaches to analyzing and interpreting data for decision making.

SQL and Relational Databases 101 (IBM) [LINK](#)

- Successfully completed the *SQL and Relational Databases 101* course from Cognitive Class, powered by IBM Developer Skills Network.
- Gained hands-on experience in SQL fundamentals, relational database concepts, and querying techniques through an IBM-certified course.