

Shobha Rani Duggineni

Cincinnati, OH | +15133498076 | shobhaduggineni.d20@gmail.com | [linkedin.com/in/shobha-duggineni/](https://www.linkedin.com/in/shobha-duggineni/)

Technical Skills

Languages: Python, R, SQL, Bash Scripting

Frameworks: Django, ETL (Spark, Big Query), Data Warehousing

Data Analytics/Tools : Advanced Excel, Data Visualization, Power BI, Tableau, Salesforce, SAP, Agile, GTM Planning

Cloud/Databases: AWS, Azure, GCP, OpenStack, PostgreSQL, SQL Server, MySQL, Oracle, NoSQL, MongoDB, Redis

Professional Experience

University of Cincinnati

Jan 2024 – Dec 2024

Data Developer

Cincinnati, Ohio

- Enhanced business reporting and data accuracy for better decision-making by leveraging SQL queries and ETL pipelines for data analysis and data modeling, reducing report preparation time by 40%.
- Created interactive Alteryx and Power BI dashboards integrating SAP Business Objects data, leveraging SQL and Data Visualization concepts and Analytics techniques to enhance quality analysis and cutting report generation time by 60%, driving significant ROI.
- Automated SQL-based reporting, improving data management and reducing manual workload by 50% and improving report generation times.

Tata Consultancy Services

June 2021 – Aug 2023

Data Analyst II

Hyderabad, India

- Led revenue forecasting and go-to-market planning by gathering and harmonizing data within established governance and risk frameworks, improving claims data accuracy by 2% across an \$800M portfolio.
- Developed and delivered client-focused PowerPoint presentations on Performance Analytics and CRM using Salesforce, providing data-driven insights to influence key business decisions and improve client satisfaction.
- Optimized SQL queries using PostgreSQL, enhancing KPI tracking and cutting query execution time 50%
- Automated and implemented AI/machine learning models using predictive analytics to analyze large datasets, improving the accuracy of predictions by 60% and informing strategic decision-making within the AI framework.
- Engineered and implemented ETL processes and data pipelines using Python scripts for Data Extraction, automatically updating KPIs daily, ensuring data integrity and saving about 10 manual working hours per week.
- Created comprehensive documentation for data models and reporting pipelines, ensuring clarity and facilitating collaboration among stakeholders.

Cognizant

June 2020 – May 2021

Data Analyst

Hyderabad, India

- Revamped automated SQL reporting framework using ETL/ELT processes and data curation techniques, optimizing flow and implementing enhancements to accelerate financial insights delivery and reduce manual errors.
- Conducted A/B testing and analyzed user behavior to uncover key insights for improving exception management, which led to a 25% boost in customer conversion rates over three months.

IBM

March 2019 – Feb 2020

Data Insights Intern

Hyderabad, India

- Developed Power BI dashboards integrating SAP data for key stakeholders, reducing reporting time by 60% and improving data accessibility.
- Synthesized complex datasets into clear visual formats utilizing Power BI dashboards which streamlined access for executives, reducing time spent accessing crucial metrics by approximately two hours per week per team member.

Projects

Data Analysis and Data Visualization with Python and SQL for Business Insights

- Analyzed large-scale datasets using Python for data wrangling and SQL for complex querying to extract key business insights. Designed interactive dashboards in Power BI, enabling stakeholders to explore metrics in real time and identify performance trends. Applied statistical analysis to support strategic decisions, leading to a 25% improvement in decision-making efficiency. The project enhanced cross-functional collaboration by making insights more accessible and actionable across departments.

Healthcare - Heart Failure Dashboard

- Conducted in-depth analysis of cardiovascular health outcomes using customized Tableau metrics, integrating EHR and claims data to uncover patient trends. Identified the top three factors influencing hospital readmission rates post-treatment, including age, comorbidities, and medication adherence. Collaborated with healthcare stakeholders to translate insights into actionable strategies, supporting policy improvements and reducing readmission risk.

Education

University of Cincinnati

Cincinnati, OH

Master of Science in Information Technology

Aug 2023-Dec2024