JYOTSHNA NALLABOTHULA

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SKILLS

Programming Languages: Python, SQL, NoSQL
Data Visualization: Power BI, Tableau, Matplotlib, Pandas, Excel
Developer Tools: Git, Linux, GCP
Databases: PostgreSQL, MySQL, MongoDB, Redis, Neo4j
Soft Skills: Analytical Thinking, Problem-solving, Flexibility, Collaboration
CRM & Business tool: Salesforce (Admin, Reporting, Workflow Automation)

EDUCATION

Grand Valley State University, Grand Rapids, MI   Aug 2023 - Present
Masters in Applied Computer Science
coursework: UX design, Distributed Systems, Cloud Computing, Database Management

MVJ Engineering College, Bangalore, India   Jul 2019 - Jun 2023
Bachelors in Information Science
coursework: System Analysis & design, Operating Systems, Data Structures, Computer Networks

PROJECTS

Sales Performance Dashboard Using Power BI
- Developed an interactive dashboard to visualize key sales metrics for a retail company, including total sales revenue, sales growth rates, and average order value by region.
- Skills Used: Data modeling, DAX, visualization best practices.
- Successfully identified trends in seasonal sales patterns and key performance indicators (KPIs), resulting in a 15% increase in sales performance tracking efficiency.

Customer Segmentation Analysis in Tableau
- Conducted a comprehensive analysis of customer purchasing behavior to segment users into distinct groups, including high-value customers, frequent buyers, and one-time purchasers.
- Skills Used: Data visualization, statistical analysis, user interactivity features.
- Delivered insights that led to targeted marketing campaigns tailored to each segment, improving customer engagement by 20% and increasing conversion rates for high-value customer segments.

Opportunity Pipeline Analysis using Salesforce Analytics
- Analyzed the sales opportunity pipeline using Salesforce Analytics to forecast sales and identify bottlenecks. Focused on metrics such as opportunity win rates, deal size, and sales cycle duration to assess sales team performance.
- Skills Used: Data visualization, sales analytics, strategic insights.

Custom Application Development in Salesforce
- Developed a custom Salesforce application for project management, incorporating task tracking, team collaboration features, and reporting on project timelines and deliverables.
- Skills Used: Apex, Visualforce, user interface design.
- Outcome: Enhanced project management capabilities, resulting in improved team collaboration and a 40% reduction in project turnaround time.

CERTIFICATIONS

- Data Science and Analytics using Python and R Certified from Microsoft Partner.
- Certified in Salesforce Administrator.