

# SOMU SRI HARSHAVARDHAN REDDY

## Data Analyst

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### PROFILE SUMMARY

Highly motivated and detail-oriented Data Analyst with a strong foundation in data analysis, visualization, and reporting. Skilled in building dashboards, writing SQL queries, and using Python for data cleaning and trend analysis. Eager to apply analytical thinking and technical skills to solve real-world business problems.

### EDUCATION

<b>Bachelor of Technology (B.Tech) in Computer Science and Engineering,</b> <i>Audisankara College of Engineering and Technology, Gudur</i> <ul style="list-style-type: none"><li>CGPA: 7.0</li></ul>	2024
<b>Central Board of Secondary Education (CBSE), The Nandyal Public School</b> <ul style="list-style-type: none"><li>Percentage: 80%</li></ul>	2020
<b>Central Board of Secondary Education (CBSE), The Nandyal Public School</b> <ul style="list-style-type: none"><li>Percentage: 70%</li></ul>	2018

### TECHNICAL SKILLS

#### Data Visualization

Power BI, Excel

#### Database Management

SQL (MySQL, Oracle)

#### Programming & Analysis

Python (Pandas, NumPy, Matplotlib)

#### Key Skills

Data Cleaning, ETL, DAX, Power Query, Data Modelling, Business Intelligence

#### Other Tools

Jupyter Notebook, Visual Studio Code, Excel

### ACADEMIC PROJECTS

#### E-commerce Retail Insights Dashboard, Domain: Retail Analytics

- Collected and analyzed retail sales data using SQL and Python to uncover key customer behavior patterns.
- Built interactive Power BI dashboards showing sales performance, product categories, and regional trends.
- Applied DAX and Power Query for dynamic KPIs such as revenue growth and profit margin.
- Cleaned and transformed data using Python (Pandas, NumPy) for accuracy.
- Presented insights to support business strategies and data-driven decisions.

#### Supermarket Sales Analysis Dashboard, Domain: Retail & Business Analytics

- Analyzed supermarket transaction data using Python (Pandas, NumPy) and SQL for sales trend discovery.
- Developed Power BI dashboard to visualize top-performing branches, product categories, and customer segments.
- Implemented DAX measures to calculate sales KPIs like total revenue, profit margin, and customer frequency.
- Automated data updates and ETL processes with Power Query for dynamic, real-time insights.
- Delivered actionable insights to enhance product placement and marketing performance.