SOUJANYA CHERUVU
DATA ANALYST

PROFILE SUMMARY

Experienced Analyst with 5 years of success in data collection, modelling, and insight interpretation. A passionate advocate for data-driven approaches, skilled in clear communication. Seeking to use technical expertise and business background to encourage a culture of data-based decision-making.

EXPERIENCE

MEDIAMINT | INDIA

BUSINESS ANALYST   Apr 2022 - Present

- Collaborating cross-departmentally to develop data-driven strategies that promote effective decision-making based on data analysis.
- Conducting thorough analysis of ongoing projects to identify optimization opportunities, recommending actionable steps, and implementing them to streamline the process and enhance the quality of deliverables.
- Developed and implemented data visualization dashboards using Power BI and Tableau, showcasing **20+ key performance indicators (KPIs)** and facilitating stakeholder decision-making processes.
- Leveraged time series analysis and forecasting models to provide accurate revenue projections and financial insights, leading to a **15%** increase in revenue prediction accuracy.
- Conducted sentiment analysis using Natural Language Processing (NLP) techniques, leading to a **20%** improvement in customer satisfaction scores.
- Automated routine data collection and reporting tasks using Python scripting and SQL queries, reducing manual effort by **40%** and minimizing errors.
- Developed and maintained a comprehensive data dictionary and documentation, ensuring data transparency and facilitating collaboration across teams.

DATA ANALYST   Nov 2020 - Apr 2022

- Managed and organized a SQL database containing over 500GB of data, ensuring data accuracy and accessibility for multiple projects and stakeholders.
- Collaborated with 15+ project managers across various clients to provide data-driven insights tailored to specific business problems, leveraging advanced data mining techniques.
- Utilized machine learning algorithms such as Random Forest and XGBoost to analyze and solve complex business problems, achieving a **20%** increase in project performance prediction accuracy.
- Employed data cleaning and transformation techniques, including outlier detection and feature engineering, resulting in a 30% increase in data quality.
- Worked closely with project teams to develop predictive models utilizing algorithms such as Logistic Regression and Decision Trees, resulting in a 25% enhancement in project planning precision and resource allocation. Collaborated with multifunctional teams to merge data from diverse origins, establishing a cohesive and all-encompassing perspective of overall company performance.

RISK ANALYST | AMAZON | INDIA   Sept 2019 - Nov 2020

- Scrutinized and assessed numerous seller profiles to proactively mitigate associated risks. Monitored transactions and accounts for suspicious activities, accurately identifying potential fraud patterns.
- Conduct in-depth investigations into suspected fraudulent activities, detect irregular patterns and behaviours, resulting in the successful suspension of 1,500+ high-risk accounts and preventing potential losses of approximately $1 million per month.
- Utilized machine learning algorithms to uncover and dismantle a substantial network of fraudulent sellers (150+) attempting to evade detection.
- Implemented measures to eliminate accounts that listed products but did not deliver, preventing scams and ensuring funds were not disbursed to fraudulent sellers, resulting in a 12-15% decrease in such incidents per month.
- Conducted thorough vetting of sellers to verify the authenticity of their products. Ran background checks on suppliers, ensuring a reliable and authentic sale of products.

PROCUREMENT ASSISTANT | GEMINI EDIBLES | INDIA   July 2016 - May 2017

- Successfully sourced and procured all packaging materials and components across the country, required for edible oil manufacturing for Krishnapatnam and Kakinada plants, optimizing supply chain & logistics achieving 95% on-time delivery.
- Proficiently utilized SAP systems for procurement activities, increasing data accuracy by 30% and streamlining the procurement workflow.
- Efficiently handled Request for Quotations (RFQs), meticulously evaluating vendor proposals, and finalizing 30+ vendor and supplier contracts, streamlining procurement processes by 15%.
- Analyzed and optimized management requests for spare parts and raw materials, resulting in a 100-hour annual reduction in labor hours and a 40% increase in plant efficiency through timely deliveries.
- Maintained organized procurement records and documentation, ensuring compliance with company policies and regulatory requirements, with 100% accuracy.

CONTACT

Linkedin | Tableau | Website | Github

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PROFESSIONAL SKILLS

- Business Intelligence
- Predictive Analysis
- Data Analytics
- Data Management
- Data Mining
- Database Schema Design
- Data Engineering
- ETL
- Data Visualization
- Strategic Business Planning
- Fraud Detection and Prevention
- Analytical Thinking
- Software Development Life Cycle
- Public speaking and presentation

DATA SKILLS

- Python, R Programming
- SQL Querying, PostGREs, SSRS, SSDT, SSIS, SQL Profiler
- Github
- Excel (VBA)
- Tableau, Power BI, Looker Studio
- Qlick, Knime
- Salesforce
- HTML, CSS, Java Script

STATISTICAL METHODS

Regression, Classification, Clustering, Decision Trees, Random Forests, Neural Networks, Regression Models, Hypothesis Testing, Experimental Design, Statistical Modelling, A/B Testing, Machine Learning, NLP Models

EDUCATION

June 2022 - July 2023 | PGDM
TEXAS MCCOMB SCHOOL OF BUSINESS (ONLINE)
Data Analytics and Business Analytics

August 2017 - May 2019 | Masters in Accounting
WESTERN SYDNEY UNIVERSITY
Accounting, Finance, Law, Fraud Prevention

August 2017 - May 2019 | Bachelors of Commerce (Hons)
OSMANIA UNIVERSITY
Statistics, Accounting, Finance, Law, Economics, Marketing