

# Sravani Ponakalapalli

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## Technical Skills :

- **Programming & Analytics:** Python (Pandas, NumPy), SQL (Joins, Window Functions), Power BI (DAX, Data Modeling), Excel (Advanced Formulas, PivotTables)
- **Data Visualization & Reporting:** Power BI, Excel, KPI Dashboards, Data Storytelling
- **Database & ETL:** MS SQL Server, Data Cleaning, Data Wrangling, ETL Pipelines

## Internship Experience :

CODTECH - Data Analyst Intern

July 2025 – August 2025

- Automated sentiment classification for customer reviews and social media comments, utilizing Python, NLP (NLTK, SpaCy), and machine learning models like Naive Bayes and SVM.
- Achieved **95%** accuracy in sentiment classification, enhancing brand monitoring efficiency by **30%**.
- Improved product development and marketing decisions, contributing to a **20%** increase in customer satisfaction through data-driven insights.

## Projects :

**Bank Loan Report Analysis** | Power BI | DAX | Excel | SQL | [Live Dashboard](#)

- Designed a **business intelligence solution** using SQL, Excel, and Power BI for loan analytics, with **data modeling** and DAX measures for KPIs like total loan applications, funded amount, and interest rate trends.
- Created 3 dynamic dashboards showcasing **time intelligence (MTD, MOM)** and regional loan performance, supporting a **10% boost in strategic lending decisions**.
- Conducted **exploratory data analysis (EDA)** on good vs bad loan patterns, identifying predictors of defaults, reducing default rates by **15%**.

**Coffee Sales Dashboard** | Excel | PivotTables | Advanced Formulas | [Live Dashboard](#)

- Processed and analyzed coffee sales data from **1,000 orders across multiple countries**, integrating datasets (Orders, Customers, Products) with **XLOOKUP** and **INDEX/MATCH** to ensure **100%** data accuracy
- Developed an interactive Excel dashboard with **PivotTables, PivotCharts, slicers, and timeline filters**, visualizing key KPIs like sales trends, top 5 customers, and loyalty card usage, improving reporting efficiency by **30%**.
- Delivered **data-driven recommendations** for customer loyalty programs and regional sales, increasing engagement by **15%**.

**Coffee Market Analysis** | Excel | SQL Server

- Analyzed sales and consumer data to identify top cities for potential coffee shop locations, estimating coffee consumption for cities, and uncovering markets with up to **25%** higher revenue potential and customer base.
- Conducted a detailed revenue and customer analysis, identifying cities with **30%** higher sales per customer and **15%** lower rent per customer, aiding in more cost-effective expansion decisions.
- Generated actionable recommendations, revealing **20%** growth opportunities in select cities and forecasting a **10-15%** increase in market share, supporting strategic expansion planning.

## Certifications :

- **Data Analytics Job Simulation - TATA credential** (SQL, EDA, KPI Dashboards) May 2025
- **Data Visualization: Empowering Business with Effective Insights - TATA credential** (PowerBI) July 2024
- **Data Analytics and Visualization Job simulation - accenture credential** (Data cleaning) April 2024

## Education :

**Sri Padmavathi Mahila University**

M.Sc. in Statistics - CGPA 8.2

October 2023