

Sreelaya Bhaskara Narla

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PROJECTS

Rockbuster Stealth Data Analysis Project

- Analyzed customer and rental data using SQL to identify revenue patterns and regional trends
- Conducted data validation and consistency checks to ensure data accuracy
- Developed Tableau dashboards to visualize customer distribution and revenue insights
- Provided structured recommendations based on data findings

Instacart Grocery Basket Analysis Project

- Analyzed 30M+ rows of customer and order data using Python to identify trends in purchasing behavior and segmentation opportunities
- Cleaned, merged, and validated multiple datasets to ensure data integrity and analytical reliability
- Engineered customer profile variables (age group, loyalty status, income level) to support targeted marketing strategies
- Delivered data-driven recommendations to optimize ad spend, improve retention, and increase customer lifetime value

EXPERIENCE

Manmohan Sales and Services Pvt. Ltd.

Jun. 2023 – Feb. 2024

Data Analyst Intern

Visakhapatnam, India

- Analyzed customer purchasing trends and seasonal sales data using Excel and Tableau to support sales planning
- Developed inventory tracking reports using SQL and Excel to improve visibility into stock levels
- Conducted competitor pricing analysis and created Python-based visualizations to support pricing discussions
- Analyzed customer feedback data using Python to identify recurring themes and highlight service improvement areas

Krizmo Trading Pvt. Ltd.

Jul. 2022 – Sept. 2022

Marketing Analyst Intern

Visakhapatnam, India

- Designed and conducted a primary market research study using Google Forms, collecting responses from 70 participants to analyze consumer awareness and purchasing behavior
- Cleaned and structured survey data in Excel for statistical analysis and reporting
- Performed descriptive statistical analysis (frequency distribution, percentage analysis) to identify awareness levels, pricing preferences, and buying patterns
- Created visualizations in Excel and Tableau to present key findings on consumer behavior and promotional impact.
- Identified key awareness drivers such as advertisements and word-of-mouth influence, supporting marketing strategy recommendations
- Presented insights and recommendations in a structured internship report for business decision-making

Avni Netsys India Pvt. Ltd.

May. 2018 – Jul. 2018

Software Engineering Intern

Bengaluru, India

- Contributed to the development of a Peer-to-Peer Lending web application using Java, Eclipse IDE, and Apache Tomcat
- Designed and managed relational databases using SQLyog, handling user data and transaction records
- Implemented backend connectivity using JDBC to enable secure data storage and retrieval
- Developed basic user interface components using HTML/CSS for borrower, lender, and admin modules

EDUCATION

CareerFoundry <i>Data Analytics Program</i>	Dec. 2024 – Jan. 2026 Berlin, Germany
GITAM University <i>MBA in Marketing</i>	Dec. 2021 – May. 2023 Visakhapatnam, India
GITAM University <i>B.Tech in Computer Science Engineering</i>	Jun. 2015 – May. 2019 Visakhapatnam, India
<ul style="list-style-type: none">• Coursework: Data Structures, Algorithms, Databases, Computer Systems, Machine Learning	

SKILLS

Programming and Databases : SQL, Python (Pandas, Matplotlib, TextBlob), JDBC, Relational Databases
Data Analysis and Visualization : Excel (Pivot Tables, Forecasting), Tableau
Core Competencies : Data Cleaning and Validation, Statistical Analysis, Sales Forecasting, Customer Behavior Analysis, Data Storytelling, Requirements Gathering
Languages : English, German B1