MULIKINATI SAI SIDDARTHA

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Summary

Data Analyst skilled in SQL, Excel, Power BI, and Python, with a strong track record of transforming raw datasets into automated visual reports and strategic decision tools.
Enhanced reporting workflows, model performance, and uncovered trends across retail, real estate, and e-commerce sectors.
Proficient in data preprocessing, generating actionable insights, and building interactive visual reports that enable stakeholder clarity and fast decision-making.

Skills

BI & Visualization Tools: Advanced Excel (*Pivot tables, Power Query, Lookups)*, Power BI (DAX, Data Modelling, KPI Tracking)

Programming & Data Analysis: Python (*NumPy, Pandas, Matplotlib, Seaborn)*,Data visualization, EDA, Data wrangling.

Databases: My SQL, PostgreSQL

Soft skills: Issue Resolution, Root Cause Analysis, Cross-functional Collaboration, Insight Presentation

Project Work

New York Airbnb Project | Python | Pandas | Seaborn | Matplotlib | Link
- Discovered that **top 10% of hosts generated 38% of revenue**, highlighting dominance of professional property managers in the platform.
- **Revealed** that listings **priced above the 90th percentile received 60% fewer reviews**, indicating overpricing impacts visibility.
- Detected peak availability and booking trends in **Q2-Q3 (May-Aug)**, informing strategic pricing adjustments.

Costco Sales Data Analysis | Power BI |DAX | Link
- **Applied Power Query** to clean and transform multi-table Excel data into a relational model, reducing manual processing time by **40%.**
- **Leveraged Power Query** to structure and model raw data into a **star schema**, ensuring data integrity and reducing refresh time by **35%.**
- Created advanced **DAX measures** for dynamic trend analysis, including rolling 30-day averages, **YoY growth** tracking, and top 10 product rankings, optimizing sales strategy planning**.**
- **Quantified that repeat customers spent 1.8x more than new customers,** using retention-focused analysis, findings supported loyalty program refinement.

Amazon Data Analysis | SQL | Link
- **Cleaned and optimized** 21.6k+ rows of source-level transactions by handling duplicates, NULLS and data inconsistencies and custom logic, boosting data reliability by **100%.**
- **Analyzed customer churn patterns** by calculating re-purchase intervals via window functions; segmented customers into **new**, **returning**, and **churned**, revealing **regular buyers contributed 2.3x more revenue.**
- **Uncovered seasonal sales trends** by grouping sales by month and category; demonstrated that Q4 (Nov–Dec) generated 33% of revenue, shaping inventory planning.

Coffee Shop Dashboard | MS Excel | Link
- Authored that **top 5 countries contributed over 70% of total sales**, and **loyalty card users spent 15% more per order** on average.
- Delivered **5 key KPIs** (Total Revenue, Avg Order Value, Sales by Country, Order Volume, Top Products), helping reduce manual reporting by **70%.**
- Reduced report generation time by **30%** through **slicers** and automated pivot tables.

Education

New Horizon College of Engineering,	*2019 - 2023*
B.Tech., Information Science and Engineering	*CGPA: 7.0/10*

Certificates

- Data Analyst Bootcamp by Alex the Analyst.
- Excel Workshop conducted by Newton School.