

SURYA MOTURI

Rajahmundry | +91 9346164115 | surya.moturi.work@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

SKILLS

Technical Skills: Advanced Excel, Power BI, MySQL, Python (Pandas, NumPy, Matplotlib, Seaborn), VS Code

Platforms & Tools: Salesforce, Git & GitHub, Windows, Linux

Soft Skills: Effective Communication, Data Visualization, Analytical Mindset, Business Math, Statistics, AI Enabled

Languages: Telugu (Native), English (Proficient)

EDUCATION

Government Autonomous Degree College, Rajahmundry Jan 2021 - Sep 2023
B.VOC in Renewable Energy Management, CGPA: 8.66

Government Junior College, Rajahmundry Jun 2018 - Mar 2020
Intermediate in MPC (Mathematics, Physics, and Chemistry), CGPA: 6.03

SRMCH School, Rajahmundry Jun 2017 - Mar 2018
SSC (10th Class), GPA: 9.0

PROJECTS

Vrinda Store Annual Report - Excel Project

[View on GitHub](#)

- Developed an advanced Excel dashboard that improved sales insights by 30%, enhancing data-driven decision-making.
- Identified Amazon, Flipkart, and Myntra as top sales channels, contributing to 80% of total sales, optimizing inventory management.
- Implemented data-driven strategies that resulted in a 15% increase in customer satisfaction.

Credit Card Transaction and Customer Dashboard - Power BI Project

[View on GitHub](#)

- Designed a Power BI dashboard that enhanced decision-making efficiency by 25% with actionable insights.
- Increased revenue visibility by 40% through detailed analysis of 57 million credit card transactions, leading to better financial forecasting.
- Segment customer base by demographics and spending behavior, identifying high-value segments and improving targeted marketing strategies by 20%.

Pizza Sales Analytics - MySQL Project

[View on GitHub](#)

- Conducted a MySQL-based analysis to identify peak sales hours between 12 PM and 7 PM, optimizing order scheduling and increasing order efficiency by 25%.
- Determined Classic Deluxe Pizza, Barbecue Chicken Pizza, and Hawaiian Pizza as top sellers, accounting for 60% of total sales.
- Developed customer segmentation based on order frequency and preferences, enhancing targeted marketing campaigns and increasing sales by 10%.

Diwali Sales Data Analysis - Python Project

[View on GitHub](#)

- Identified married women aged 26-35 from Uttar Pradesh, Maharashtra, and Karnataka as the primary customer segment, contributing to 45% of total Diwali sales.
- Analyzed sales data to optimize product assortment and pricing strategies, improving product selection and pricing accuracy by 30% for future Diwali campaigns.
- Developed a customer lifetime value model, identifying high-potential customers and enabling targeted promotions that increased engagement by 20%.

INTERNSHIPS

Salesforce Administrator Virtual Internship [View credentials](#)

Cybersecurity Virtual Internship [View credentials](#)

TCS ION Career Edge - Young Professional [View credentials](#)

HR Intern - StackSkool (Remote) [View credentials](#)

CERTIFICATIONS

Data Analysis Using Excel - Great Learning [View credentials](#)

PWC: Power BI Job Simulation - Forage [View credentials](#)

My SQL Basics - Great Learning [View credentials](#)

Python for Data Analysis - Great Learning [View credentials](#)

Accenture: Data Analytics and Visualization Job Simulation - Forage [View credentials](#)