USHASAIKIRAN UPPALA

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SUMMARY:

Data Analyst with strong experience in data science, statistical analysis, and programming to analyze large customer data sets and drive strategic business decisions. Skilled in SQL, R, Python, machine learning techniques, and advanced analytics to uncover customer behavior, retention trends, and lifetime value insights. Experienced in building scalable analytical data sets, developing dashboards, and delivering written and visual presentations using PowerPoint, Adobe Photoshop, and Illustrator. Proven ability to collaborate cross functionally, communicate insights clearly, and support strategic execution through data and analysis in fast paced retail environments.

EDUCATION:

Master of Professional Studies in Data Science   Jan 2024 – Dec 2025

University of Maryland Baltimore County, MD, USA | CGPA – 3.7/4.0

Bachelor of Technology in Electronics & Communication Engineering   Jun 2018 – May 2022

Jawaharlal Nehru Technological University, Hyderabad, India | CGPA – 7.8/10

EXPERIENCE:

Data Analyst | HCLTech   *Jan 2021– Jan 2024*

o   Analyzed large customer and transactional data sets using statistical programming languages including R, Python, and SQL to identify purchasing patterns, retention drivers, and spend behavior.

o   Built and maintained scalable analytical data sets by integrating data from multiple systems using Hive, Spark, and Databricks to support data science and machine learning initiatives.

o   Developed predictive models, clustering techniques, and machine learning solutions to support strategic customer acquisition, retention, and lifetime value optimization.

o   Created dashboards, reports, and written presentations using Tableau, Power BI, and PowerPoint to communicate data and analysis clearly to business and technical stakeholders.

o   Collaborated cross functionally with marketing, merchandising, IT, and data science teams to translate business problems into analytical solutions and support execution of strategic initiatives.

o   Presented insights through strong written and verbal communication skills, ensuring leadership teams could act on data driven recommendations with confidence.

Data Analyst Intern | HCLTech   *Aug 2020 – Dec 2020*

o   Prepared, validated, and analyzed customer data sets to support CRM analytics, statistical analysis, and performance reporting initiatives.

o   Supported data science projects by assisting with programming, exploratory data analysis, and basic machine learning model development.

o   Built visual reports and dashboards using Tableau, Power BI, and PowerPoint to highlight trends in customer behavior and campaign performance.

o   Collaborated with analysts, engineers, and business teams to gather requirements, document findings, and support cross functional execution.

o   Delivered clear written summaries and visual insights that improved communication of analytical results to stakeholders.

TECHNICAL SKILLS:

o   **Skills:** SQL, Hive, Hadoop, Python, R, SAS, Statistical Programming, Machine Learning, Data Science, Predictive Modeling, Clustering, Design of Experiments, A/B Testing, CRM Analytics, Retail Analytics, Pricing Analysis, Financial Forecasting, Large Data Sets, Data Visualization, Exploratory Data Analysis, Tableau, Power BI, PowerPoint, Adobe Photoshop, Adobe Illustrator.

o   **Core Competencies & Soft Skills:** Data and Analysis, Strategic Thinking, Execution, Customer Behavior Analysis, Cross Functional Collaboration, Communication Skills, Written Communication, Business Insight Generation, Stakeholder Management, Problem Solving, Project Prioritization, Intellectual Curiosity, Continuous Learning.

ACADEMIC PROJECTS :

o   Pharmaceutical Drug Price Prediction & Credit Card Fraud Detection: Developed a machine-learning model to predict pharmaceutical drug-price fluctuations (using Medicare Part D, AMP, and recall data).

o   Built a fraud-detection model on a 284K-record credit-card transactions dataset using PCA-transformed features, data resampling, and classification algorithms enhancing forecasting and fraud-detection capabilities.

RECOGNITIONS:

o   Awarded the Project Excellence Award at HCLTech for delivering high-impact data engineering solutions that improved project performance and reliability.