

## SKILLS:

Excel, SQL, Python, Power Bi, Data Analysis, Data Manipulation, Descriptive Statistics, Inferential Statistics, Problem Solving, Business Sense, Data Modeling, Data Mining.

## ACADEMICS:

- B. Tech in Mechanical Engineering (*Annamacharya Institute Of Technology and Sciences, Rajampet*) **2011-15.**
- Intermediate in MPC (*Archana jr college, Rayachoty*) **2009-2011.**
- Secondary education (*Little flower high school, T.Sundupalli*) **2008-2009.**

## PROJECTS:

### Freshco Hypermarket:

- **Situation:** Freshco Hypermarket launched a home delivery service in 2021 to meet changing customer demands and improve convenience for local shoppers.
- **Task:** Responsible for analyzing transaction-level data to evaluate order fulfillment, customer behavior, and delivery performance.
- **Action:** Performed order-level and customer-level analysis using structured transaction data and calculated completion rates, conducted delivery time and performance evaluations to identify bottlenecks and trends.
- **Result:** Provided actionable insights that helped improve delivery timelines, increased completion rate by identifying operational gaps, and enhanced overall customer satisfaction with the home delivery service.

### ShopNest Store Power BI Capstone:

- **Situation:** ShopNest, a major online department store in Portugal, needed insights into sales performance, delivery efficiency, and customer behavior using anonymized transaction data.
- **Task:** To build a comprehensive dashboard highlighting key business metrics like category sales, delivery delays, regional performance, and revenue trends.
- **Action:** Designed visuals for top categories, delayed vs. on-time orders, seasonal patterns, product ratings, and state-wise sales using Power BI.
- **Result:** Delivered an interactive dashboard that enabled data-driven decisions, improved operational efficiency, and provided deeper insight into customer and delivery trends.

## WORK EXPERIENCE:

### Concentrix:Google (November 2024 - Present): Representative operations-Ads Reviewer

- **Situation:** Google needed to maintain the quality and compliance of digital ads appearing on its platform to protect users and ensure policy alignment across global markets.
- **Task:** As an Ads Reviewer, I was responsible for evaluating and moderating online advertisements based on Google's policies and content guidelines.
- **Action:** Reviewed and analyzed ads for relevance, accuracy, and compliance; flagged policy violations; maintained high productivity and quality scores; and provided feedback to improve ad delivery and user experience.
- **Result:** Ensured ad content integrity and policy compliance, directly contributing to a safer and more relevant advertising environment for millions of Google users.

### Wipro: McGrawhill (December 2023 – April 2024): PLSQL developer

- **Situation:** McGraw Hill, a global leader in educational publishing, needed to upgrade its backend systems to support increasing digital content and complex business logic on its e-commerce platform.
- **Task:** As an Oracle PL/SQL Developer, I was responsible for designing and optimizing backend processes to ensure efficient data operations, validation, and system scalability.
- **Action:** Developed and enhanced PL/SQL procedures, functions, and triggers; created and modified database tables; used bulk collect for performance improvement;
- **Result:** Delivered a more efficient, scalable backend system that improved data accuracy and reduced future development efforts, supporting faster and more reliable content delivery.

## ACHIEVEMENTS:

- Achieved **Gold** Certification from **Skillovilla** for top performance in Data Analytics.
- Secured 1st Rank in 10th Class.