**SKILLS:**

**VENUGOPAL NAIDU**

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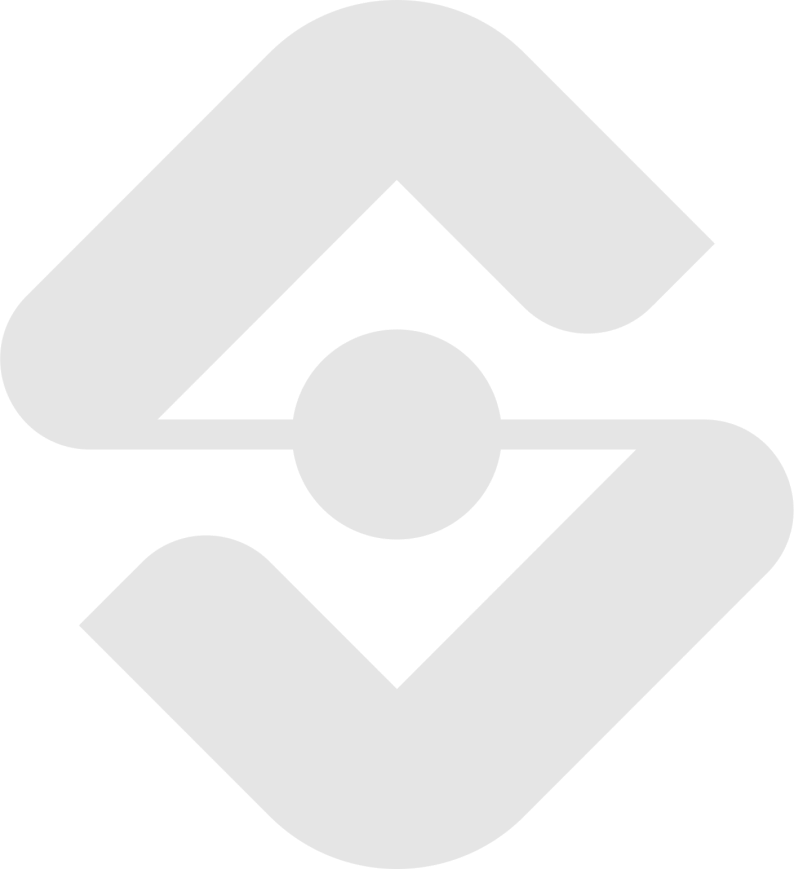
Excel, SQL, Python, Power Bi, Data Analysis, Data Manipulation, Descriptive Statistics, Inferential Statistics, Problem Solving, Business Sense, Data Modeling, Data Mining.

# ACADEMICS:

* B. Tech in Mechanical Engineering *(Annamacharya Institute Of Technology and Sciences, Rajampet)* **-72% (2011-15).**
* Intermediate in MPC (*Archana jr college,Rayachoty*) -**91%** (**2009-2011)**.
* Secondary education (*Little flower high school,T.Sundupalli*) -**90%** (**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:

* **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.

**SQL Capstone Project – AirlineDB Analysis**:

* **Situation:** Analyzed a simulated airline database with complex relationships across bookings, flights, and passengers.
* **Task**: Extract key business insights through advanced SQL queries.
* **Action**: Identified longest flights and highest range flights, counted tickets without boarding passes, Reformatted booking dates and summarized booking amounts. Retrieved top monthly paying passengers using date and amount filters.
* **Result**: Delivered 5+ optimized SQL queries; improved data insights and strengthened SQL expertise in joins, aggregates, date functions, and subqueries.

# 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.