Bheemeswararao Aika

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🧠 SKILLS

Python
- Python anaconda, Jupyter Notebook, Colab Notebook, Data structures, Numpy, Pandas.

Power BI
- Data Connectivity, Data Transformation, Power Pivot, Power Query, DAX, Drill Through and Hierarchies, Data Modeling, Visualization Design.

Machine Learning
- Supervised Learning, Unsupervised Learning, Reinforcement Learning, Neural Networks, Convolutional Neural Networks,Cross Validation.

SQL
- Database Design, SQL Queries & Joins, Data Manipulation (CRUD), Subqueries & Nested Queries, Stored Procedures & Functions, Data Integrity (Keys & Constraints).

Data Visualization
- Matplotlib, Seaborn, Plotly, Excel, PowerBI.

Advanced Excel
- VLOOKUP, HLOOKUP, INDEX-MATCH, IF, SUMIFS, conditional formatting, Pivot tables.

Advanced Statastics
- Descriptive statistics, Probability distribution, Hypothesis Testing(t-tests, ANOVA, chi-square tests), Regression Analysis, Goodness-of-Fit Test.

🎓 EDUCATION

01/2020 – 04/2024 Vizianagaram	**Bachelor of Technology** SITAM, JNTUGV (CGPA - 7.5)

📚 COURSES

05/2024 – present Hyderabad	**Data Analytics** Innomatics Research Labs

💼 INTERNSHIP

09/2024 – 11/2024	**Advanced Data Analysis** Completed a data analytics internship, applying data collection, cleaning, and analysis techniques using Python, Pandas, NumPy, Matplotlib, Seaborn, and PyTorch to derive insights, create dashboards, and generate reports.

📁 PROJECTS

Web Scraping - EDA Project
Title- Regional Distribution of Engineering Colleges and the impact of Reviews and Ownership on the popularity of colleges
- Scraped **550 rows and 10 columns** of data from an educational website (Careers360) analyzing engineering colleges in India.
- Conducted univariate analysis with 3 types of visualizations **(boxplots, histograms, count plots)** to explore distributions and bivariate analysis using scatter plots.
- Found private colleges were prevalent in states like Tamil Nadu and Maharashtra, while government colleges scored higher ratings above 4.
- College fees mainly ranged between **500,000-600,000 INR**, with Sikkim and Rajasthan showing the highest averages.
- Discovered college ownership and fee structure significantly influenced ratings and popularity, affecting more than 60% of colleges.

Exploratory Data Analysis(EDA) Project on Women's clothing E-Commerce
- Upgraded women's clothing e-commerce dataset of **23,000+ customer records** using Python (pandas, numpy, seaborn), extracting critical insights into customer behavior, product performance, and purchasing dynamics.
- Investigated advanced data visualization and statistical models identifying top-performing product categories, customer segmentation strategies, and pricing optimization opportunities with potential revenue increase of **12-15%.**
- Devised sophisticated machine learning preprocessing techniques to generate predictive models for customer lifetime value and churn prediction, resulting in targeted marketing strategies that refined inventory turnover rates by **20%.**

SQL Project
Optimising Online Sports Retail Revenue - MySQL Project
- Executed advanced SQL data analysis on a large-scale sports retail database, processing over **100,000 records** using complex querying techniques with multi-table joins, window functions, and aggregation methods.
- Generated interactive SQL reporting solutions that transformed over 100,000 data records into clear visualizations; enabled the identification of key performance indicators which resulted in a substantial increase in e-commerce revenue opportunities.
- Optimized database performance by implementing efficient query strategies, reducing execution time by **40%** while generating comprehensive insights into sales trends and customer behavior.

Adidas US Sales Data Analysis using Power BI
- Analyzed **$899.9M** in total sales using line charts to track monthly trends, identifying a peak of **$95M** in August.
- Examined total profits of **$332.1M** with card visuals, revealing an average profit margin of **42.3%** through region-based analysis.
- Enhanced regional sales strategy, using pie charts, highlighting the West region's **$269.9M (30%)** sales share for focused marketing.
- Targeted top-selling product categories, using bar charts, with Men's Street Footwear leading at **$208.8M.**
- Optimized retailer performance, using bar charts, identifying West Gear as the top retailer with **$243M** in sales.

🏅 CERTIFICATES

Python

Data Analytics
Professional Certification from Google.

Business Analysis
Carrer Essentials by Microsoft.

Generative AI
Carrer Essentials by Microsoft.