

# HARIKA YENUGA

Business Intelligence Specialist | Senior Data Analyst

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## PROFESSIONAL SUMMARY

Senior Data Analyst with 6+ years of expertise in data analytics, business intelligence (BI), and enterprise reporting using advanced tools such as Power BI, Tableau, and SQL. Demonstrated proficiency in designing and implementing data visualizations, ETL workflows, data modeling, and scalable data pipelines to support robust data integration and enterprise-wide strategic initiatives. Highly skilled in managing Enterprise Data Warehouses (EDW), including data sourcing, mapping, and metadata management, ensuring data quality and governance. Adept at building dynamic dashboards and reports using Power BI and SSRS, driving actionable insights for business stakeholders. Experienced in applying statistical analysis, predictive modeling, and regression techniques to uncover trends, optimize performance, and support data-driven decision-making. Proven track record of leading cross-functional teams, managing stakeholders, and executing complex analytics projects that improve healthcare outcomes and promote health equity. Holds a Master of Science in Business Analytics with a major specialization in Data Science including Python for advanced analytical capabilities.

## EDUCATION

### Northwood University

*Master of Science in Business Analytics (MSBA)*

*GPA: 3.87/4.00 | Presented research at IEEE AIRC & IBAC 2025*

**Midland, MI**

**Jan. 2024 – Dec. 2024**

### Jawaharlal Nehru Technological University

*Bachelors of Technology in Electronics and Communication Engineering*

**Hyderabad, India**

**Jan. 2016 – July 2019**

## SKILLS

### Technical Skills:

SQL, Python, R, Excel, Tableau, Power BI, Google Data Studio, Data Analysis, Data Visualization, Predictive Modeling, Statistical Analysis, SSIS, SSRS, ETL, Data Cleaning, Data Validation, Data Quality, Data Governance, Dashboard Development, Machine Learning, AWS, Azure, Google Cloud, Data Integrity, Business Intelligence, Data Collection, Data Pipelines, Database Management, Reporting, Regression Analytics

### Soft Skills:

Cross-functional Collaboration, Communication Skills, Strategic Thinking, Data Storytelling, Stakeholder Communication, Process Optimization, Compliance Awareness, Cross-functional Collaboration, Communication Skills, Problem Solving, Stakeholder Management

## PROFESSIONAL EXPERIENCE

### Aspect Technologies

*Senior Data Analyst - Operations*

**Cumming, GA**

**Jan 2025 – Present**

- Developed and deployed scalable KPIs and interactive operational dashboards leveraging Power BI and Tableau, enabling enhanced data visualization, real-time insights, and cross-functional stakeholder alignment to optimize manufacturing process efficiency.
- Automated SLA compliance tracking and reporting workflows leveraging Python, regression analysis, and statistical modeling, reducing manual reporting time by 20% and enabling more accurate vendor performance monitoring.
- Developed and deployed scalable Azure data pipelines and ETL workflows to standardize data integration, improve data governance, and accelerate reporting cadence, supporting real-time analytics and operational efficiency.

### Bank of America (Tata Consultancy Services)

*Senior Data Analyst – Financial Operations*

**Hyderabad, India**

**Feb. 2022 – Jan 2024**

- Led cross-functional stakeholder collaboration to define and streamline financial forecasting requirements using Agile methodology and SDLC managed end-to-end UAT and SIT testing cycles on QuickBooks and Quicken platforms via JIRA and HP ALM, resulting in a 30% reduction in defect resolution time and enhanced system performance. Delivered custom data extracts, dashboards, and visualizations via SSRS and Power BI, enabling key stakeholders to make data-driven decisions with a 40% reduction in report turnaround time and enhanced data quality governance.
- Developed and automated ETL pipelines with Azure Data Factory to optimize financial data ingestion processes, driving \$2.5M in cost savings utilized SQL, Excel, and Access for advanced data cleansing, anomaly detection, and data quality management, reducing report turnaround time by 40% and accelerating leadership decision-making.

- Engineered enterprise-scale data integration solutions leveraging SQL, Azure Data Factory, and MS Access, delivering over \$7M in operational savings and improving financial reporting efficiency by 40% strengthened data governance and quality assurance through rigorous cleansing and validation workflows.
- Designed scalable data models using Erwin Data Modeler and developed interactive executive dashboards with Power BI, Tableau, and Looker, applying DAX and SQL for real-time analytics that drove C-suite strategic decisions and revenue growth. Led compliance and data security across Azure Synapse and Data Lake environments, implementing encryption and governance policies, while building predictive models in Python and R to enhance forecasting and customer segmentation, boosting sales performance by 15%.

#### **Apple Inc. (Infosys BPM)**

*Business Intelligence Specialist*

**Hyderabad, India**

**Sept. 2019 – Feb. 2022**

- Spearheaded a 19-member analyst team as Subject Matter Expert (SME) to design and deploy automated dashboards, predictive analytics models, and self-service BI solutions leveraging Power BI, Python, and Scikit-Learn, accelerating executive reporting efficiency by 40%, driving faster, data-driven strategic decisions.
- Architected and automated end-to-end data reconciliation pipelines using SQL, SSIS, and Azure Data Factory, enhancing data quality, SLA compliance, and audit readiness reduced error rates by 60% and boosted SLA adherence by 7%, ensuring operational resilience.
- Established a Business Intelligence Center of Excellence (CoE), delivering scalable training programs on Power BI, BigQuery, and data governance best practices; increased enterprise-wide data literacy and analytics adoption by 300%, fostering a robust data-driven culture.
- Partnered with cross-functional teams in finance, supply chain, and operations to translate complex business requirements into actionable KPIs, real-time dashboards, and predictive insights, employing Agile methodologies and collaboration tools such as Jira and Confluence for continuous delivery and stakeholder alignment.

### **PROJECTS & RESEARCH PUBLICATIONS**

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#### **Artificial Intelligence in Retail: Smarter Demand, Better Inventory**

**Savannah, GA**

*6th International Conference on Artificial Intelligence, Robotics, and Control (IEEE AIRC)*

**May 2025**

- Conducted applied research on ML-driven demand forecasting for retail inventory optimization, demonstrating statistically significant improvements over baseline ARIMA models across MAE and RMSE metrics with 96% of accuracy.
- Engineered a scalable AWS-based predictive analytics architecture using Python, PyTorch, and AutoML, enabling retailers to reduce overstock, minimize stockouts, and enhance forecast granularity.

#### **Revolutionizing Recruitment: Enhanced ML Models for Bias Mitigation & Efficiency**

**Fredonia, NY**

*International Business Analytics Conference (IBAC)*

**May 2025**

- Designed and evaluated high-accuracy recruitment models (CatBoost, Random Forest, Logistic Regression), achieving 95% accuracy+ precision through advanced hyperparameter tuning, stratified validation, and feature engineering.
- Implemented ethical AI techniques for bias detection and mitigation using Python (Jupyter, VS Code), ensuring fairness in model outputs while aligning with EEOC and industry-aligned HR compliance frameworks.

#### **AI-Driven Customer Sentiment & Demand Forecasting Platform Development**

*Enterprise-Scale Predictive Analytics | AI/ML + BI + Cloud Data Engineering*

- Designed an end-to-end predictive analytics platform integrating NLP sentiment analysis with ML-based demand forecasting (XGBoost, AutoML), bridging customer voice with sales and inventory trends for holistic business insights.
- Engineered cloud-native data pipelines in Azure Synapse to harmonize unstructured (social media, reviews) and structured data (POS, inventory, CRM), achieving a 20% uplift in forecast accuracy and 15% inventory reduction directly informing supply chain, finance, and marketing strategies.

### **LEADERSHIP**

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#### **Public Relations/Marketing Officer for International Student Organization**

**Midland, MI (2024)**

Partnered with communications and creative teams to design data-driven outreach strategies aligned with institutional goals conducted stakeholder and user segmentation analysis to identify barriers, optimized campaign targeting, and improved execution workflows resulting in a 30% boost in engagement and measurable growth in cross-border brand visibility.

### **AWARDS & RECOGNITIONS**

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- Dean's List Honoree for Academic Excellence, Northwood University – Dec. 2024
- 2× Spot Award for Excellence, Apple Inc. – May & August 2021