**Soumya Devarakonda**

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**Summary:**

Proficient in Business Data Analysis, visualization, SQL, Python, Tableau, Plx Dashboard and Adv excel.

**Strengths include:**

* 5 years of professional experience as Data Analyst with experience in programming, problem solving &analytics
* Expert in querying languages like SQL, Python and visualization tool such as Tableau, Plx data studio
* Synthesizing and analyzing monthly sales & finance data for quotas, budgets and revenue statement forecasts.
* Tracking financial results in comparison with company forecasts. Generating reports, charts, and tables on financial information
* Designed complex SQL scripts for Ad Hoc Data analysis requests and business needs for supply chain industry.
* Client/ Internal stakeholder interactions including gathering requirements, providing analyses, and presenting recommendations
* Excellent problem-solving analytical, communication, presentation and interpersonal skills that help me be a core member of the team

**Technical Skills:**

**Programming Languages:** SQL, Big Query, Python (Numpy, Pandas, Sklearn, Matplotlib, Seaborn), Core Java.

**Tools and Framework:** Tableau, PowerBI, Google Analytics, Git, Jupyter, BI tools, Matillion.

**Analytical skills:** Adv Excel VBA Macro, Data Mining, Regression Analysis, Data Modelling, Forecasting time series.

**Others:** Agile and Waterfall methodologies, GCP (Google cloud platform), Snowflake, AWS: EC2, S3, Anaplan.

**Google, Mountain View, USA Oct 2019 – Present**

**Business Data Analyst – Contractor**

* Facilitating business data analysis in Strategy Planning and Analytics team on Google’s extended workforce.
* Built dashboards to discover the cost patterns, business insights and predictive models.
* Ensuring consistency and accuracy on KPIs of the data and leveraging the available data to assist with business strategy and planning.
* Extracted multiple tables using GCP, Big Query, ETL, SQL and performed exploratory data analysis, created holistic dashboards in Plx, Data Studio.
* Driving revenue growth, ROI improvements and decision making on vendors globally through data analysis and insights.
* Collected, analyzed, evaluated and reported sales results and workflow to identify steps to increase sales productivity & results
* Experience in scoping, querying and delivering summary sales analysis for ad hoc information requests through SQL, Google sheets and Python.
* Leveraging SQL queries from Data Warehouse, generating business forecast models, reducing cost.
* Analyzing the extended workforce data across different Product Areas and develop pipelines and provide actionable insights to influence business decisions.

**Google, Sunnyvale, USA May 2019 – Sep 2019**

**Business Data Analyst – Contractor**

* Analyzing data in Central sales operations team at Google Cloud Platform (GCP).
* Developed and automated SQL queries in Google Plx, Dashboard, and Google Sheets via Google Apps Script.
* Created and maintained SQL Scripts to perform data aggregation to support reporting and analysis
* Develop, implement and maintain leading-edge analytics reporting system, taking complicated problems and building simple frameworks for financial business convenience.
* Worked closely with multiple teams, created KPI reports to predict the model and make business decisions.
* Tracked & fixed financial discrepancies and significantly reduced expense of in-depth financial analysis
* Increased sales reps’ efficiency by communicating with reps and stakeholders to understand their needs and goals, creating data solutions to answer key questions and streamline operation, and iterating the solutions based on reps’ feedback.
* Collaborated with the product team to design and track the performance of product & marketing analysis
* Established forecast planning schedules and ensures the Sales team’s adherence to timelines.

**Crazy Maple Studio, Sunnyvale, USA Jan 2019 – April 2019**

**Data Analyst**

* Generated productivity reports by querying large datasets using SQL, Adv Excel and Python for retrieving data
* Generated Dashboard with quick/context/global filters, parameters & calculated fields on Power BI reports.
* Analyzed and prepared data for User Retention, Product Retention and built dashboards through Power BI.
* Generated weekly and monthly performance reports and analysis to measure campaign performance.
* Designed and Implemented ML model’s A/B testing, Churn Rate and Customer Retention
* Experience in custom ETL design, implementation and maintenance of large data sets.
* Leveraged messages to develop sentiment analysis model that helped improve sales and marketing strategies
* Developed target audience personas that can be employed for message targeting and predictive modeling.
* Executed on real time data integration and parallel processing to improve data consistency with complex SQL queries and Python.
* Migrated Data and Reports from Teradata utilizing Snowflake, SQL Server and Business Objects to Power BI.

**International Technological University, San Jose Aug 2018 – Dec 2018**

**Student Assistant**

* Experience with using Microsoft Excel and AWS cloud service S3 storage to store school’s data and updated inventory and maintained database records through SQL.

**Optimized Solutions, Hyderabad May 2014 – Mar 2016**

**Data Analyst**

* Developed SQL queries and Python scripts to automate extracting, transforming and loading of large data sets
* Built monitoring and reporting dashboards and generated Business Intelligence reports using Tableau and Excel.
* Development of metrics, analytics, and procedures/ processes for Supply Chain Sourcing on a Global level
* Implemented functions in SQL for data cleaning, pattern matching and merged duplicate accounts.
* Experience in data modeling, UML diagrams and data visualization through Python.

**Projects:**

**International Technological University, San Jose, CA**

**Facial Recognition for Class Attendance System** **Fall 2018**

* Built an automatic attendance system for students using Facial Recognition.
* Used Python, PyQt GUI, Flask, MySQL, OpenCV

**Sentimental Analysis of tweets Fall 2018**

* Collected tweets using Twitter API, Cleaned and preprocessed with the help of NLTK in Python.
* Scored each word based on its positivity and negativity and classified them using data mining sentimental analysis

**Big Data Hadoop Sorting Spring 2018**

* Performed exploratory data analysis using Python Matplotlib to uncover hidden patterns and understand the data

**Regression Analysis to predict the average salary of a recent graduate Summer 2018**

* Performed simple linear regression and multi linear regression in Python to predict the Average salary of a recent graduate, based on rank of the school and course work offered, evaluated the model based on residual plots

**Education:**

**International Technological University, San Jose, CA Dec 2018**

MS in Computer Software Engineering

**JNTU, Hyderabad, India May 2014**

BE in Electrical and Electronics Engineering