Surya Pedamallu

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Experienced Data Analyst with a demonstrated history of working in the internet industry. Skilled in Data Analytics by having intense knowledge in SQL, Excel, R, Machine Learning, Tableau and SAS.

Technical Skills: SQL, R Programming, Machine Learning, Alteryx & Lean Six-Sigma
Software's: SAS, Tableau, Microsoft Office Suite (Outlook, Word, Excel, Power Point)

Professional Experience:

Byju's - Intern   **May 14 - July 14**
- Delivering timely inputs such as fees collection, student retention, academic counselling, taking care of enquiries, walk-ins for admissions, closing sales and a major hand in digital marketing.
- Contribution towards the B2B sales team by creating presentations, preparing flowcharts of strategic plans to approach the business heads and doing analytics as well as logistics for the same.

Zealeers – Data Analyst   **May 15 - May 16**
- Data Collection, Cleansing, Analysis and Insight Generation.
- Suggesting recommendations based on the insights and aid data driven decision-making.
- Generating data reports based on the business requests, which involves gathering and pulling of data from various DB's using SQL.

Oxigen Wallet - Asst.Manager Data Analyst   **Jul 16 - Aug 17**
- **Retailer Segmentation:** Built a Retailer Profiling model to understand the increasing churn rates. This helped in developing sales force targets and win-back strategies to reduce churn of Retailers using advanced machine learning techniques like K-means clustering.
- **Churn Analysis:** Analyzed various reasons for retailer churn, helped the sales team to plan the win-back strategy for churned retailers and identifying key factors by using principal component analysis and correlation.
- **Support to Business Team:** Delivered various analytical reports for proper functioning of Marketing, Risk Management and Sales teams.
- **Reporting:** Check validity and improve the report logics to keep up with changing Business models, Validate report logics as per updated requests from stakeholders**.**
- Data Audit/ Validation Analytics SPOC for audit and data analysis issues raised by internal Audit and compliance teams performed on monthly/quarterly basis.

Novartis Pharmaceuticals: Data Analyst   **Aug 17 - Present**
- Built systems in SAS for generating inputs to analytical views as well as built systems for quality check modules.
- Created a Hotspot trigger tool, which automatically analyze growers and decliners in the market and email to the respective medicals reps regarding their performance.
- Run Weekly sales reports of the reps, which gives their sales, performance, Reach and much more information in different regions along with competitor sales on weekly & monthly basis at hospital, HCP, Geography & Outlet levels.
- Automated a whole system called "RAPID" including Frontend, Backend and Quality Checks.
- **Reporting:** Built dashboards for Business Heads & Sales Representatives showing their performance on weekly & monthly basis at region, territory and geography levels along with their call activity and targeted prescribers reach.
- **Adhocs:** Daily and Weekly Adhocs requesting for analytical insights on various products in the pharma market.

Education
- Bachelor of Science, Instrumentation and Control Engineering – NIT, Trichy   **Jul 11 - May 15**
- +1&+2, MPC - Sri Chaitanya IIT Academy   **Jun 09 - Apr 11**

Certification
- CSSBB - Certified Lean Six Sigma, BA & Data Mining Championship, A&B – Gold, Top Performer of the year.