

ASHRITHA KANDAKATLA

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SUMMARY

Data Analyst with extensive experience in aggregating, cleaning, and managing data from diverse sources to inform data-driven strategies. Expertise in database management, statistical analysis, and dashboard design using Power BI, Excel, and related tools aligns with quality and infection prevention data needs. Proven track record in collaborating with cross-functional teams to translate complex data into actionable insights which enhance patient care and operational efficiency.

EDUCATION

Lawrence Technological University

2025

Master's, Business Data Analytics (GPA: 3.6)

- **Coursework:** Data Mining, Visualisation, Advanced SQL & Data Warehousing, Statistical Modeling, ETL Processes

ICFAI University

Aug 2019 - May 2022

Bachelor's, Business Administration

- **Coursework:** Business Statistics, Marketing Analytics, MIS, Excel for Data Analysis, Managerial Economics

EXPERIENCE

Lawrence Technological University | Research Assistant

Sep 2024 - Dec 2024

- Performed statistical analysis on voting patterns and education levels using Python (pandas, seaborn) and SQL to extract actionable insights while ensuring data accuracy and adherence to confidentiality protocols, aligning with rigorous quality checks.
- Developed automated dashboards and data visualizations with Tableau and Excel (pivot tables, VLOOKUP, and macros) to present multivariate trends, demonstrating principles applicable to robust database management and advanced data presentation methods.
- Validated data accuracy and executed quality checks using SQL and relational databases, documenting extraction processes to support reproducible workflows and ad-hoc data requests in line with industry standards.

Plushkins Toys LLP | Data Analyst

Apr 2022 - Jun 2023

- Analyzed market research by interpreting industry reports, competitor strategies, and customer demographics using online databases and CRM tools; synthesized findings to refine outreach strategies and improve lead targeting efficiency by 25%, reflecting data-driven improvement methodologies.
- Coordinated the end-to-end execution of the ISRO Merchandising Project, collaborating with design, marketing, and production teams to launch a space-themed product line; leveraged data insights to inform branding decisions and promotional strategies, resulting in a 30% boost in engagement.
- Devised and implemented data-driven procurement strategies using Excel (pivot tables, VLOOKUP, macros), Microsoft Access, Power BI, and Coupa, achieving 15% cost savings while ensuring vendor quality and confidentiality, paralleling principles of performance improvement and outcomes management.
- Created detailed dashboards and reports with Power BI, Excel, and SQL/Python to present complex insights to non-technical stakeholders; facilitated cross-team collaborations to streamline processes, reduce reporting errors by 30%, and cut manual tasks by 20% through automation and precise documentation, showcasing advanced data analysis and extraction techniques.

HAP GEN | Business Development Sales Intern

May 2020 - Dec 2020

- Contributed to a 20% increase in qualified leads by analyzing market trends and tailoring outreach strategies, demonstrating strong project management, excellent organizational, interpersonal, and communication skills, and the ability to manage multiple priorities under tight deadlines.
- Supported the sales team by developing compelling pitch decks and assisting in deal closures, which contributed to a 15% increase in conversion rates while ensuring strict confidentiality of sensitive client information.
- Created automated Excel dashboards and PowerPoint reports to track sales pipeline and market trends, collaborating with cross-functional teams and using Salesforce to improve data quality and support data-driven decisions.

PROJECTS

Political Sentiment Topic Analysis (R)

- Collected and analyzed 15K+ posts from Twitter, Reddit, and news sites to assess sentiment toward U.S. political figures using R.
- Applied AFINN lexicon, Random Forest, and LDA to detect sentiment trends and topics; found event-driven shifts and 0.65 correlation with polling data.

Sales Performance Dashboard (SQL + Tableau)

- Queried 3M+ retail transactions using SQL to extract KPIs such as revenue, CLV, and discount impact.
- Built an interactive Tableau dashboard with dynamic filters and region-wise visuals, enabling executives to boost sales by 12%.

Heart Disease Risk Prediction (Python)

- Used a dataset of 67K patient records to build a KNN classifier (K=7) predicting 10-year heart disease risk; achieved 83.25% accuracy.
- Identified low recall on positive class; recommended SMOTE, logistic regression, and feature engineering to improve minority-class detection.

SKILLS

- **Analysis & Visualization Tools:** MS Office, Power BI, Tableau, Microsoft Excel, Looker, Visio, Hadoop, Google Analytics, Anaplan, VLOOKUP, Pivot tables, Alteryx, Salesforce, Hubspot, OBIEE
- **Programming Languages:** SQL, Python, R, SPSS, SAS, SAP
- **Database Management Systems:** Microsoft SQL Server, PeopleSoft, MySQL, Oracle, PostgreSQL, NoSQL, SSRS, SSIS, MongoDB
- **Cloud Services:** Snowflake, Microsoft Azure, AWS, Google Cloud Platform (GCP)

CERTIFICATIONS

- Google Analytics Certification
- HubSpot Inbound Marketing Certification
- Microsoft PL-300: Power BI Data Analyst Associate
- McKinsey Forward Learning Program (Business Fundamentals Track)