

SURENDAR POOJALA

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OBJECTIVE

Data Analyst fresher with hands-on experience in Python, SQL, Power BI, and Excel, skilled in exploratory data analysis (EDA), data cleaning, statistical analysis, and dashboard development. Experienced in transforming raw datasets into actionable business insights through data visualization and KPI reporting. Seeking a Data Analyst role to apply data-driven decision-making skills and contribute to business intelligence initiatives.

SKILLS

Programming	Python, SQL
Data Analysis Libraries	Pandas, NumPy, Matplotlib, Seaborn
Tools	Jupyter Notebook, Microsoft Excel, Power BI, Power Query
Database	MySQL
Version Control	Git, GitHub

PROJECTS

Amazon Sales Analysis — Python, SQL, Power BI

[GitHub](#)

- Performed exploratory data analysis (EDA) and data cleaning on 54,183 e-commerce orders using Python (Pandas, NumPy), then loaded into MySQL for data aggregation and querying
- Built an interactive Power BI dashboard for business intelligence reporting, identifying Electronics as the top-performing category (66% of \$536M revenue on 20% order share)
- Conducted root cause analysis on delivery performance (29.5% delay rate) and delivered data-driven, actionable insights for inventory and marketing strategy

Sales Performance Dashboard — Power BI, DAX, Data Modeling

[GitHub](#)

- Designed a star-schema data model (FactSales linked to DimDate, DimProduct, DimCustomer, DimLocation) for scalable sales performance analysis
- Developed DAX (Data Analysis Expressions) measures — Total Sales, Profit Margin, Average Orders, Total Quantity — for dynamic KPI reporting
- Built KPI cards, trend visualizations, and interactive slicers for self-service data exploration and stakeholder reporting

Social Media Analytics Database — SQL

[GitHub](#)

- Queried a relational MySQL database (7 tables) using JOINS, subqueries, GROUP BY, and HAVING to perform data extraction, aggregation, and filtering
- Conducted user behavior and engagement analysis, identifying inactive users, top-liked content, and highly engaged users
- Performed ranking and frequency analysis to surface top hashtags, demonstrating SQL-based exploratory data analysis (EDA)

CERTIFICATION

Python with Machine Learning — Edugene Technologies — Aug 2024

EDUCATION

B.Tech – Artificial Intelligence & Machine Learning	2022 - 2026
CMR Institute of Technology, Hyderabad – 7.5 CGPA	
Intermediate – MPC	2020 - 2022
Resonance Jr. College, Khammam – 74 %	
Secondary School – SSC	2019 - 2020
ZPHS Mudigonda – 9.8 CGPA	