

SARTHI CHITRODA

Dallas, TX • (716) 547 9031 • sarathi.chitroda@gmail.com • [LinkedIn](#) • [GitHub](#)

EDUCATION

UNIVERSITY AT BUFFALO, THE STATE UNIVERSITY OF NEW YORK

Master's Degree, Business Analytics (STEM Designated)

Aug. 2022-Jun. 2023

- Predictive Analytics (Python), Spreadsheet Programming (Excel VBA), Database Management Systems (SQL), Digital Marketing Analytics, Web Analytics for E-Commerce(Google Analytics), Data Visualization (Tableau)

PROFESSIONAL EXPERIENCE

Data Analyst, SMR Realty, Mumbai, India

Jan. 2019-Apr. 2022

- Employed SQL, Tableau, and Python to create 20+ financial reports and analyses, aiding informed decisions.
- Programmed financial planning accuracy for sales by 10% through complex modeling and forecasting.
- Tracked market trends utilizing machine learning libraries on Python, offering actionable insights to senior management.
- Monitored solution adoption using Tableau dashboards and conducted SQL-based analysis, leading to a 25% increase in process efficiency and a 15% improvement in overall outcomes.
- Adapted strategies and solutions, incorporating Tableau for data insights resulting in a 15% improvement in overall project success rates.
- Collaborated with the machine learning team to conduct analyses on Python using ML libraries, aiding in strategic decision-making.
- Led 3 segment projects leveraging Jira, boosting project co-ordination by 20% and improving internal dataset usability.
- Collaborated cross-functionally, leveraging Snowflake and GCP to build pipelines, resulting in a 15% rise in data processing.
- Seamlessly integrated 4 external data sources via BigQuery, driving a 30% growth in qualified leads.
- Translated complex data into actionable Tableau visuals, accelerating decisions by 25% for key stakeholders.
- Successfully led requirement gathering sessions for multiple projects, resulting in a 20% reduction in project development time
- Translated data-driven insights into actionable sales strategies, resulting in a 30% revenue increase through alignment with business needs.
- Led ETL processes using Apache Spark and Python to efficiently integrate large-scale datasets from multiple sources into a centralized database for analysis.
- Demonstrated proficiency in Salesforce applications and reporting, effectively utilizing the platform to streamline processes
- Developed Excel macros to automate repetitive tasks, resulting in a 30% reduction in data entry time.
- Led cross-functional sales teams, achieving a 15% improvement in project success rates and earning recognition as a subject matter expert in sales operations.
- Automated weekly, monthly, and quarterly reports using SQL, and Python, boosting speed by 15%.
- Enhanced quarterly forecasting accuracy by 10%, leveraging SQL, Tableau, and Python.
- Collaborated with the marketing team to implement data-driven decisions, resulting in a 15% rise in campaign effectiveness.
- Conducted web analytics for e-commerce using Google Analytics and Google Tag Manager, contributing to increased online sales and revenue.
- Created informative Power BI visualizations based on Google Analytics data to facilitate cross-functional decision-making and improve overall website performance.
- Led A/B tests on sales strategies, translating results into data-driven recommendations.
- Successfully conducted ad hoc analysis using SQL queries that resulted in a 20% reduction in customer churn rate.

Digital Marketing Intern, Noble Connect, Mumbai, India

Jan. 2021-Mar. 2021

- Achieved a 45% lead conversion increase through collaborative real estate marketing campaigns on social media.
- Led the successful migration of an enterprise application to Google Cloud, reducing costs by 30% and improving performance.

SKILLS

- **Programming:** Python (Pandas, Numpy, Scikit-learn, Matplotlib, Seaborn), SQL, T-SQL, Java, VBA.
- **Database Systems:** Microsoft SQL Server, Oracle Database, MySQL, NoSQL, MongoDB.
- **Business Intelligence Tools:** SAS, Tableau, Microsoft Power BI, SPSS.
- **MS Office:** MS Access, MS PowerPoint, MS Excel, MS Word, MS Project.
- **Cloud Services:** Google Cloud Platform, Microsoft Azure, Snowflake.
- **Certifications:** Azure Data Fundamentals by Microsoft, Foundations of Project Management by Google.

ACADEMIC PROJECT EXPERIENCE

MARKET BASKET ANALYSIS

Jan. 2023-May 2023

- Deployed multiple association rule libraries for performing market basket analysis on Python.
- Refined and removed unnecessary data causing hindrances to perform analysis.
- Executed market basket analysis using Python to identify frequently purchased products.