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Visakhapatnam, Andhra Pradesh .

VASUPILLI SRUJAN

SUMMARY

Data-driven Analyst with 4 years of experience in data analytics, automation, and reporting. Proficient in Excel, Python, SQL, and Power BI, with expertise in data modeling, KPI tracking, and performance analysis. Skilled at deriving insights from large datasets, automating reports, and supporting business decisions in fast-paced, agile environments.

EXPERIENCE

Data Analyst ,Amazon -Bengaluru,India

- Conducted **advanced RFM analysis** on eCommerce customer data, segmenting users by purchase behavior to support targeted marketing and retention strategies.
- Leveraged SQL, Python, and Excel for data preprocessing, feature engineering, and behavioral segmentation based on **Recency, Frequency, and Monetary (RFM) analysis**.
- Designed **tailored re-engagement campaigns** for at-risk segments, resulting in a **10% improvement in retention** within three months.
- Identified key drivers to increase **Customer Lifetime Value (CLV)** and implemented data-backed engagement strategies, achieving a **15% uplift in overall customer spending** within one quarter.
- Analyzed historical sales, fulfillment, and customer behavior data using **SQL ,Power Query, Excel** improving **data accuracy by 95%**.
- Developed **Power BI dashboards** for real-time tracking of marketing KPIs, fulfillment SLAs, and customer engagement, accelerating decision-making by **40%**.
- Automated reporting workflows using **Python scripts, SQL queries, and Excel macros**, reducing manual effort by **40%** and ensuring on-time insights delivery.
- Optimized marketing resource allocation by prioritizing high-value segments, leading to **higher ROI and lower acquisition cost**.
- Partnered with cross-functional teams to embed analytics into customer journey improvements, driving **data-led innovation** in marketing and operations.

Technical support, Coresonant systems - Visakhapatnam

- Provided Level 1/2 support for IT infrastructure, resolving system issues and ensuring 99% uptime.
- Conducted real-time network and server monitoring, reducing latency and optimizing system throughput.
- Coordinated with vendors to troubleshoot performance bottlenecks, boosting system efficiency and service delivery.

EDUCATION

- 2025 | Executive program Business Analytics & Data driven decision making | IIM Visakhapatnam
- 2018 | Bachelor degree (Electronics & communication engineering) | Raghu engineering College

TECHNICAL SKILLS

- **Data Analysis Tools & Languages:** SQL, Python (Pandas, NumPy), R, Advanced Excel (PivotTables, Power Query, Power Pivot, VBA & Macros), Tableau, Power BI, Jupyter.
- **Specialties:** Data Analysis, Business Intelligence, Reporting Automation, KPI Design & Benchmarking, Post-Audit & Trade Analytics, Root Cause Analysis, Time Series Forecasting, Financial Data Cleaning, RFM Segmentation, Stakeholder Collaboration, Defect Trend Monitoring, Process Optimization, Dashboard Development, Competitor Analysis,
- **Course-work:** Time Series & Predictive Analytics, Statistical Modelling, Linear/Logistic Regression, Clustering & Classification, Data Mining, Exploratory Data Analysis (EDA), Hypothesis Testing
- **Cloud Platforms:** Power BI Service, Google Workspace.

Project

- Analyzed healthcare KPIs such as bed occupancy, fall rates, and staff responsiveness using Power BI.
- Integrated healthcare and calendar datasets to enable dynamic trend analysis across months and quarters.
- Developed interactive dashboards to track operational performance and identify areas for improvement.

