Praneeth Kumar Reddy Pappu

Miami, FL 33101 (Open to Relocation)

praneethkumarreddy952@gmail.com | 954-729-0925 | [linkedin.com/in/praneethreddy](https://www.linkedin.com/in/praneethrdy/)

**PROFESSIONAL SUMMARY**

Data Analyst with 2+ years of experience in ETL development, data analysis, and reporting, specializing in building interactive dashboards, developing complex SQL queries, and automating data workflows using Power BI, SQL, Python, and Spark. Proficient in data cleaning, modeling, and visualization across Snowflake, Azure Data Factory, Databricks, and Excel to deliver accurate reporting and actionable business insights. Experienced in program analytics, website performance optimization, and predictive modeling, driving engagement, retention, and operational efficiency through data-driven strategies.

**SKILLS**

Excel, Power BI, Tableau, MySQL, PostgreSQL, SQL Server, Python, Snowflake, Azure Data Factory, Databricks, SSIS, Data Modeling, Data Cleansing, ETL Testing, Statistical Reporting, Git, AWS S3, Data Visualization, Automation, Data Warehousing

**EXPERIENCE**

**DATA ANALYSIS AND RESEARCH INTERN,** Ecological Servants Project,Remote| Jul 2025 – Present

* Manage and analyze environmental program data (100+ entries monthly), ensuring accuracy and reliability for reporting and strategic decision-making.
* Design interactive dashboards and reports in Excel, Google Sheets, and Power BI, visualizing key metrics such as program reach, engagement, and impact outcomes.
* Write SQL queries to explore datasets, uncover trends, and provide actionable insights that drive program improvements and community initiatives.
* Track and optimize website and blog performance with 10,000+ monthly visitors, analyzing top-performing content, drop-off points, and device usage to increase user engagement.
* Conduct social engagement and grant research, compiling audience behavior trends and funder alignment to support outreach and fundraising strategies.
* Collaborate with staff to streamline workflows, optimize content, and improve operational efficiency, contributing to measurable growth in engagement and returning visitors.

**ETL ANALYST INTERN**, ClobData, Bangalore, India | Jan 2022 – Jul 2023

* Developed more than 30 ETL pipelines using Spark SQL, Hive, and Python, processing over 200M records for healthcare projects.
* Extracted data from Oracle, MySQL, and SQL Server into HDFS and Snowflake for centralized analytics.
* Wrote transformation scripts to standardize billing and patient records, increasing report accuracy by 35 percent.
* Automated ETL jobs using Python and shell scripts, reducing manual data preparation time by 40 percent.
* Built initial Power BI dashboards for KPIs like length of stay, discharge rates, and claim volumes.
* Collaborated with engineering and compliance teams to maintain HIPAA-compliant data pipelines.

**EDUCATION**

**Master of Science in Data Science and Analytics**  
Florida Atlantic University, Boca Raton, FL | GPA: 3.86 / 4.0 | Completed: May 2025

**CERTIFICATIONS**

* **LeetCode SQL 50 Challenge** | LeetCode | Jul 2025
* **Snowflake SnowPro Core Certification Prep Course** | Udemy | Jul 2025
* **SQL Assessment**| Hacker Rank | May 2025
* **The Complete SQL Bootcamp** | Udemy | Feb 2024
* **Microsoft Power BI Desktop for Business Intelligence** | Udemy | Jan 2025
* **Excel Purple Belt (Level 3)** | McGraw Hill | Nov 2023

**PROJECTS**

**Year-Round Blog Analytics, Engagement & SEO Strategy (Aug 2025 - Ongoing)**

* Manage a recurring analytics process using Google Analytics 4, Excel, Ubersuggest, and Google Trends, analyzing traffic and engagement data from Jan–Present (10,000+ monthly views).
* Identify top-performing content and underperforming pages, implementing CTAs, internal linking, and mobile-first UX improvements.
* Reduce bounce rate from 84% to 72% and increase average session duration from 6.5 to 8.3 minutes through ongoing optimization.
* Drive 35% YoY growth in referral and social traffic by improving content strategy and outreach.
* Optimize content publishing schedule based on traffic patterns, achieving 15% higher engagement on peak days.
* Automate monthly dashboards and KPI reporting, delivering actionable insights to stakeholders and supporting 20% growth in returning visitors.

**Customer Churn Prediction & Analytics** |Apr 2025 - May 2025

* Developed an ETL pipeline in Microsoft SQL Server to clean and structure raw customer data, managing over 100,000 customer records with missing values handled and data types corrected.
* Conducted detailed exploratory analysis via SQL, profiling customer demographics, geography, and service usage; calculated KPIs including Total Customers, 15 percent Churn Rate, and 5 percent New Joiners to guide decisions.
* Designed and deployed a Power BI dashboard with more than 10 interactive visuals segmented by customer attributes; created custom DAX measures to highlight churn trends and retention drivers.
* Built and validated a Random Forest model in Python achieving an accuracy of more than 85 percent, with confusion matrix and classification reports for reliable churn prediction.
* Integrated churn predictions into Power BI dashboards, enabling visualization of predicted churners covering 15 percent of customers, supporting targeted retention campaigns.

**Inventory & Supply Chain Management Analysis – Power BI Dashboard** | Feb 2025 - Mar 2025

* Developed a Power BI dashboard analyzing more than 200K supply chain records, tracking KPIs such as Inventory Days (15.56), Warehouse Utilization (34 percent), and Backorder Rates.
* Cleaned and transformed raw data using Power Query; built a star schema model with Region, Category, Supplier, and Warehouse dimensions.
* Created advanced DAX measures for Inventory Turnover, Lead Time, Transportation Costs, and Order Fulfillment metrics.
* Delivered interactive visuals enabling dynamic regional and category analysis, revealing high transportation costs in Electronics and Furniture sectors and identifying 248 pending backorders.
* Supported data-driven decisions leading to improved warehouse efficiency and supply chain performance.