

Durga Bhavani Yelijala

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EXPERIENCE

The League of Credit Unions and Affiliates.

Data Analyst and Quality Intern

Tallahassee, FL

May 2025 – Present

- Supported the organization's data quality initiative by cleansing, validating, and reconciling Salesforce CRM and NetSuite ERP records, improving accuracy of financial, customer, and vendor data by 30%. Automated data reconciliation workflows in Excel using Power Query and lookup functions, reducing manual effort by 50% and minimizing discrepancies across ERP and CRM platforms.
- Prepared structured datasets from Salesforce and NetSuite for weekly operational and financial reporting; constructed dashboards in Power BI, Salesforce, and Excel to visualize KPIs such as invoices, vendor payments, account balances, and campaign performance.
- Partnered with cross-functional teams to document workflows and optimize reporting processes, reducing turnaround times by 25% and improving visibility into business metrics.
- Collaborated with the HR department on a geospatial analysis project, integrating employee and retreat ZIP code data with latitude/longitude coordinates; implemented the Haversine formula in Power BI DAX to calculate distances and assign employees to the closest retreat site. Delivered interactive dashboards with geospatial maps and summary metrics, enabling HR to minimize travel distances by 15% and optimize retreat planning.
- Contributed to marketing analytics by segmenting email lists, monitoring deliverability, and conducting A/B testing of campaigns; visualized engagement metrics (CTR, open rates, conversions) through Salesforce dashboards to support campaign optimization.
- Interpreted, followed, and improved SOPs by documenting workflows, providing process improvement recommendations, and training teammates to ensure consistency and compliance across projects.

Accenture

Business Data Analyst

Hyderabad, IN

August 2022 – Dec 2023

- Designed and optimized ETL pipelines in SQL and Python to extract, transform, and load data from pharma logistics, sales, and finance systems (ERP, CRM, SQL Server), ensuring reliable integration of 1M+ records weekly. Improved data refresh frequency from weekly to daily, enabling faster insights.
- Built interactive Tableau dashboards connected to Microsoft SQL Server, allowing stakeholders to monitor KPIs such as shipment timelines, order fulfillment, revenue trends, and expense ratios. Improved reporting efficiency by 40% and cut manual processing time by 15+ hours per month.
- Applied statistical analysis and scikit-learn models for demand forecasting and risk detection, helping business teams reduce stockouts by 20% and uncover \$200K+ in annual savings through early anomaly detection in financial and logistics data.
- Developed and deployed Power BI dashboards and Excel pivot reports to monitor vendor payments, shipment timelines, inventory levels, and regional sales. Enabled drill-down analysis that helped finance teams reduce overdue payments, operations teams improve on-time delivery by 15%, and sales managers track regional performance in real time for faster decision-making.
- Worked with Snowflake and SQL Server to design reporting datasets and data warehouse structures, implementing data governance practices (validation rules, documentation, access controls) to ensure consistency, reliability, and compliance across finance, logistics, and sales data.
- Secured data operations by implementing FTP/SFTP protocols for confidential financial and operational transfers, while developing RESTful APIs to improve system interoperability. Also integrating Git-based version control to ensure consistent, auditable, and collaborative workflows across teams.

OneStop.ai

Machine Learning Intern

Hyderabad, IN

June 2021 – Aug 2021

- Implemented and deployed ML models using logistic regression and K-means clustering to predict diabetes, classify Iris species, and detect Gmail spam, achieving up to 88% model accuracy.
- Configured scalable data pipelines for preprocessing and feature extraction, reducing model training time by 20% and improving predictive performance by 15%. Streamlined model deployment workflows, reducing end-to-end pipeline deployment time by 25%.
- Analyzed structured and unstructured datasets to drive feature selection and model tuning, increasing classification precision by 10%.
- Coordinated cross-functional teams to integrate insights into actionable outcomes, supporting data-driven decision-making for clients.

SKILLS

Programming Languages: Python, SQL, Java, C/C++

Databases/Data Warehouses: PostgreSQL, MySQL, MS SQL Server, AWS Redshift, Snowflake, S3

BI & Visualization: Tableau, Power BI, Excel, Salesforce CRM Dashboards, Excel Pivoting.

Libraries/Frameworks: Pandas, NumPy, Scikit-learn, PySpark, Seaborn, Matplotlib

Cloud & ETL: AWS (S3, Redshift), Microsoft Azure, Azure Databricks, ETL/ELT, Data Pipeline Development

ML & AI: Predictive Modeling, Regression, Classification, Clustering, NLP, Time Series Forecasting

Tools & Project Management: Git/GitHub, Microsoft Suite, ServiceNow, A/B Testing, Jira

Business & Professional: Requirements Gathering, Stakeholder Communication, Workflow Documentation, Agile/Scrum Methodologies.

EDUCATION

Florida State University

Master of Science in Information technology

Relevant Coursework: Data Analysis, Software Engineering; Natural Language Processing; Artificial Intelligence

Tallahassee, FL

Dec 2025

PROJECTS

Cloud Based Sales Data Analytics Platform

Feb 2025

- Ingested and transformed raw sales data to enable clean, structured reporting.
 - Built interactive Power BI dashboards to track KPIs such as revenue trends, product performance, and regional sales insights.
- Tech Stack: Azure Data Factory, Azure Databricks, Power BI, SQL.

Netflix Content Delivery Analysis

Jun 2024

- Cleaned and analyzed Netflix catalog data with Python (Pandas, Matplotlib, Seaborn) to explore genre, region, and rating trends.
 - Built interactive Tableau dashboards to visualize content diversity, top countries, and audience engagement insights.
 - Identified growth in international and multilingual titles, presenting findings through clear data storytelling.
- Tech Stack: Python, SQL, Tableau, Excel, Data Visualization, EDA

RESEARCH PUBLICATIONS AND CERTIFICATIONS

Face Emotion Recognition Using Neural Classification Extraction of Features

India

- International Journal of All Research Education & Scientific Methods (IJARESM) Volume 11, Issue 1
- Optimized a CNN-based emotion recognition system to classify emotions using deep learning and image preprocessing techniques achieving 92% accuracy. Extracted facial features using grayscale pixel values, and edge detection to optimize model performance by 15%.

January 2023

Google Data Analytics Professional Certificate and Google IT Support Professional Certificate

Tallahassee, FL

- https://www.credly.com/badges/3cb07ea5-29d8-45a4-a58c-1b789e406f4d/public_url
- https://www.credly.com/badges/b6836616-4ba9-4403-865d-4ab29441ce72/public_url

Microsoft Power BI certification

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- <https://learn.microsoft.com/api/credentials/share/en-us/DurgaYelijala-9613/D63361A5B87A18A2?sharingId=C1B3E22E198F1509>

AWS Certified Cloud Practitioner

Tallahassee, FL

- https://www.credly.com/badges/d1c4ca01-51ce-426c-9b6a-ecdc4858c838/public_url