

SOHANKUMAR AKKI

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SUMMARY

Business and Data Analyst with **3+ years of experience** in data analytics, process improvement, and business documentation across technology and service sectors. Skilled in **SQL, Python, Power BI, Tableau**, and **Advanced Excel** for data modeling and visualization. Experienced in **Agile project management** using **Jira, Confluence, and MS Project**, with a strong focus on **predictive analytics, ERP systems (SAP, Workday, Oracle)**, and stakeholder collaboration to support data-driven decisions.

PROFESSIONAL EXPERIENCE

Business Analyst | Epsilon | USA

Sep 2025 – Current

- Constructed advanced **SQL and Python data pipelines** in **Databricks**, integrating customer engagement data from **AWS S3 and PostgreSQL**, supporting analytics on **5 million+ transaction records** used for campaign performance dashboards.
- Designed interactive **Power BI and Tableau reports** visualizing marketing attribution, audience segmentation, and ROI trends, enabling leadership to assess performance across **12 regional portfolios** with real-time insights.
- Collaborated with **cross-functional marketing, data engineering, and product teams** using **Jira and Confluence** to document requirements, streamline sprint planning, and improve reporting turnaround by **15 hours weekly**.

Business Analyst | Airbnb | India

Feb 2021 – Aug 2023

- Extracted and transformed **user engagement and booking data** using **SQL and Python**, analyzing over **5 million records** to identify behavioral trends driving revenue optimization across regional markets.
- Engineered automated **Excel and Power Query dashboards**, consolidating real-time booking metrics and customer sentiment data, reducing manual reporting time by **20 hours per week**.
- Evaluated platform performance through **descriptive and predictive analytics** (Regression, Hypothesis Testing), uncovering factors impacting customer retention and pricing elasticity.
- Mapped cross-department workflows in **Jira and Confluence**, translating business needs into structured **BRDs and FRDs** for feature development and data pipeline enhancement.
- Collaborated with data engineering and operations teams to integrate insights into **Workday and ERP systems**, improving data accuracy and enabling faster stakeholder decision-making across **four business verticals**.

Business Data Analyst | Dell Technologies | India

Jan 2020 – Jan 2021

- **Compiled** and analyzed **operational datasets** using **SQL and Advanced Excel**, identifying recurring performance issues across **five business units** and contributing insights that enhanced reporting accuracy and speed.
- **Modeled** data-driven process maps in **Confluence and MS Project**, aligning project deliverables with stakeholder requirements and ensuring clear documentation of over **20 workflow enhancements**.
- **Interpreted** product and customer feedback through **Python-based exploratory data analysis (EDA)**, uncovering patterns that guided **marketing and service optimization initiatives**.
- **Documented** business and functional requirements (**BRD, FRD**) in **Jira**, collaborating with cross-functional development teams to ensure alignment with Agile sprint timelines.
- **Supported** the implementation of **SAP reporting dashboards**, streamlining data validation cycles by **reducing manual reconciliation by 10 hours per week** and improving decision visibility for project leads.

TECHNICAL SKILLS

- **Project Management Tools:** Jira, Confluence, Asana, Trello, MS Project
- **Business Analysis & Documentation:** Requirement Gathering, Process Mapping, Gap Analysis, Stakeholder Management, Risk & Change Control, Agile Documentation (BRD, FRD)
- **Data Analytics & Programming:** Python, SQL, Advanced Excel (Pivot Tables, Power Query, Data Visualization)
- **Manufacturing & Operations Analytics:** Lean Methods, Root Cause Analysis, Value Stream Mapping, OEE Monitoring, Supplier Evaluation
- **Statistical & Analytical Techniques:** Regression, ANOVA, t-Tests, Hypothesis Testing, Descriptive & Predictive Analytics
- **ERP & Enterprise Systems:** SAP, Workday, Oracle, Custom Manufacturing ERP
- **Soft Skills:** Analytical Thinking, Communication, Cross-Functional Collaboration, Continuous Improvement Mindset

EDUCATION

Drexel University | USA

Sep 2023 – May 2025

Master of Science in Business Analytics

MVJ College of Engineering | India

May 2016 – Jun 2020

Bachelor of Engineering in Aeronautical Engineering

PROJECTS

LeBow Co-op Evaluation Analytics Project

- Analyzed over **1,000 unstructured feedback records** from students and employers using **Python (Pandas, NLTK)** and **aspect-based sentiment analysis**, transforming qualitative insights into quantifiable metrics for academic review.
- Developed an interactive **Power BI dashboard** integrating data from **five co-op cycles** across **10+ majors**, enabling dynamic trend analysis and evidence-based curriculum enhancements by university leadership.

Compass Maritime Services LLC – Harvard University Collaboration

- **Constructed** predictive models in **Excel and Python** using **multiple linear regression and ANOVA**, accurately estimating vessel value across **45+ assets** based on tonnage, age, and engine parameters.
- **Applied Euclidean distance clustering and t-tests** to benchmark the *Bet Performer* vessel against peers, strengthening asset valuation accuracy and guiding data-driven pricing decisions.

Design Thinking and Design Innovation Framework

- **Led** design thinking workshops involving **15+ stakeholders**, defining user pain points and translating business challenges into actionable, user-centered prototypes.
- **Delivered** scalable **innovation roadmaps** aligned with **Agile methodologies**, improving collaboration across **cross-functional teams** and accelerating prototype delivery by measurable project milestones.

CERTIFICATIONS

- **Certified Business Analysis Professional (CBAP®)** – Simplilearn
- **Certification of Capability in Business Analysis (CCBA®)** – Simplilearn
- **EXIN Agile Scrum Master** – Simplilearn
- **Business Analyst Industry Masterclass** – Simplilearn
- **Business Analyst Capstone Program** – Simplilearn
- **Power BI Workshop** – Office Master
- **Harvard Business Publishing Case Studies in Business Analysis** – Simplilearn