

Shaik Asmatha

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Profile

Data Analytics enthusiast with a strong foundation in SQL, Python, Advanced Excel, and Power BI. Experienced in data gathering, data cleaning, data modeling, and statistical analysis to generate actionable business insights. Passionate about solving real-world business problems through data-driven decision making.

Education

B.Tech in Data Science CGPA: 7.35/10	2022 – 2026
Hyderabad Institute of Technology and Management (HITAM)	Hyderabad, India

Technical Skills

- **SQL:** CTEs, Subqueries, Window Functions (ROW_NUMBER, RANK)
- **Python:** Data Cleaning, Data Handling, Data Analysis, Pandas
- **Power BI:** DAX Functions, Data Modeling, Data Visualization, Dashboards
- **Advanced Excel:** XLOOKUP, Pivot Tables, Power Query, Conditional Formatting
- **Tools & Technologies:** MySQL | PostgreSQL | SQL Server | Jupyter Notebook | Google Colab | VS Code | PyCharm | PowerPoint
- **Soft Skills:** Communication, Teamwork, Adaptability, Leadership, Problem Solving, Critical Thinking, Focused

Projects

Marketing Performance Analytics | Python | SQL | Power BI [Link](#)

- Analyzed **12 months of marketing data** to identify seasonal trends in conversion, engagement, and customer feedback, enabling improved campaign planning.
- Measured **104% conversion recovery (5.0% to 10.2%)**, identifying peak and low-performing periods to optimize marketing performance.
- Investigated **182 pre-purchase drop-offs**, uncovering funnel inefficiencies and opportunities to improve conversion rates.
- Evaluated **15.37% CTR**, identifying Blog Content as the highest-performing engagement channel to strengthen content strategy.
- Performed **sentiment analysis** on **275 positive and 82 negative customer reviews**, identifying key drivers of customer satisfaction.
- Identified **Ski Boots (150% conversion)** as the highest-performing product, enabling targeted promotions and product prioritization.

Customer Shopping Behavior Analysis | Python | SQL | Power BI [Link](#)

- Analyzed **3.9K customer records** to identify purchasing patterns and customer behavior, supporting data-driven business decisions.
- Evaluated **\$59.76 average order value** and **3.75/5 customer rating**, identifying key revenue and customer satisfaction indicators.
- Revealed **73% non-subscriber base**, highlighting subscription growth opportunities to improve customer retention and recurring revenue.
- Segmented customers by **purchase category, age, and shipping preference**, identifying high-value customer cohorts for targeted marketing.
- Developed actionable recommendations for loyalty programs and targeted marketing initiatives, supporting improved customer engagement and revenue growth.

Certifications

- **Deloitte – Data Analytics** [Link](#)
- **Tata – Data Visualization** [Link](#)
- **Microsoft – Power BI** [Link](#)

Organizations

Kuk Du Koo Fest	Gachibowli
<i>Event Volunteer</i>	02/2025 – 02/2025

- Assisted in organizing and executing event activities [Link](#)