# Karthikeya Turlapati

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#### PROFESSIONAL SUMMARY

Skilled in Excel, SQL, and Power BI with hands-on project experience in analyzing datasets and building interactive dashboards. Adept at uncovering trends and providing insights to support smarter decisions. Eager to contribute to a data-driven team and grow further as an analytics professional.

#### **EDUCATION**

Bachelor of Technology (Electrical and Electronics Engineering.) Amrita School of Engineering, Bengaluru

Grade: 7.98/10.0 2018 - 2020

Intermediate (Class XII) Narayana Jr. College

Grade: 87.6%

Matriculation (Class X) Narayana e-techno school

2017 - 2018 Grade: 8.8/10.0

2020 - 2024

#### INTERNSHIPS

### 3D Graphic Software Intern

aiRender

October 2023 - September 2024

Remote

- Created 3D assets in Blender, enhancing realism for 2 VR applications.
- Designed UI for the hiRender VR app, improving UX for smoother interactions.
- Implemented pixel streaming from Unreal Engine to client devices, enabling low-latency real-time interaction with 3D applications via web browsers, improving user engagement in VR environments.

#### PROJECTS

### Amazon E-Commerce Performance Analysis (Github) (Demo)

August 2025

- Analyzed 113K+ e-commerce transaction records to identify revenue drivers, seasonal trends, and customer behavior patterns.
- Built interactive Power BI dashboards with KPIs to monitor revenue, delivery times, return rates, and loyalty tiers.
- Derived insights such as May–June peak sales, Platinum/Silver tiers driving majority of revenue, and fast-growing subcategories like Vitamins Medical Supplies.
- Tools Used: Power BI (Dashboards, DAX, Visuals), SQL, Excel

## Chinook Music Store SQL Analysis (Github) (Demo)

June 2025

- Analyzed the Chinook Music Database (2,750+ tracks, 59 artists, thousands of transactions), ensuring data quality by handling missing values and duplicates.
- Derived key insights on top-selling tracks, most profitable genres, and customer demographics to guide strategic sales decisions.
- Performed CLV modeling, product affinity analysis, and promotional impact evaluation to recommend targeted marketing and retention strategies.
- Tools Used: MySQL Workbench, MS Word, PowerPoint

# AstroSage Call Center Analysis (Github) (Demo)

March 2025

- Analyzed 8,300+ call records to evaluate agent efficiency, customer satisfaction, and peak operational hours.
- Identified top performers, peak call times, and improvement areas in ratings and chat handling.
- Built an interactive Excel dashboard to drive investment decisions, optimize workloads, and enhance customer experience.
- Skills/Tools Used: Microsoft Excel (Pivot Tables, Charts, Slicers, Formulas)

#### **CERTIFICATIONS**

### Professional Certificate Course in Data Science Newton School

February 2025

Trained in Excel, SQL, and Power BI with project experience in insights and dashboarding.

IBM Data Science Program – Simplilearn (2024) Simplilearn (Link)

June 2024

Learned Python, SQL, visualization.

### **SKILLS**

Computer Languages: SQL

Data Tools: Power BI

Software Packages: MySQL, Excel

Soft Skills: Communication Skills, Teamwork, Leadership

Others: Analytics, Tableau