PRATHIBA MUDDULUR

Data Analyst

BTM 1st Stage, Bangalore, India | +91 9346258177 | prathibamuddulur02@gmail.com
LinkedIn: linkedin.com/in/prathiba-muddulur-9b6a14229
Portfolio: https://prathiba.savozi.com

PROFESSIONAL SUMMARY

Detail-oriented and results-driven Data Analyst with experience at HomzNspace, Bangalore, specializing in CRM lead flow analysis and sales and operations analytics. Skilled in building interactive Power BI and Tableau dashboards that evaluate sales manager performance, lead assignment efficiency, and sales conversion pipelines. Proficient in SQL and Python for data cleaning, data transformation, and aggregation of large transactional and CRM datasets, and in Advanced Excel for business reporting. Experienced in exploratory data analysis, data validation, ETL concepts, and data modeling, with a record of delivering accurate datasets and business intelligence reports for weekly business reviews that support data-driven decision making.

TECHNICAL SKILLS

Languages and Tools: Python, SQL, Advanced Excel (Pivot Tables, VLOOKUP, XLOOKUP, Macros)

Data Visualization: Power BI, Tableau, Dashboards and Interactive Reporting

Domain Knowledge: CRM Lead Flow Analysis, Sales and Operations Analytics, Data Modeling, Lead Tracking, Exploratory Data Analysis (EDA), Data Validation, ETL Concepts

WORK EXPERIENCE

Data Analyst, HomzNspace

2024 - 2026 | Bangalore, India

- Analyzed sales operations data and end-to-end CRM lead flows, tracking prospect journeys from initial ad campaigns (Meta Ads, Google Ads) to final stage conversion and closure.
- Designed and implemented data visualization dashboards using Power BI and Tableau to evaluate sales manager performance and lead assignment efficiency.
- Executed SQL queries and Python scripts to clean, transform, and aggregate raw transactional and CRM data, delivering accurate datasets for weekly business reviews.
- Collaborated with sales operations teams to refine lead lifecycle mapping, reducing reporting drop-offs and identifying bottlenecks in sales conversion pipelines.

Data Analytics Intern, Smartbridge

6 Months

- Utilized Python (Pandas, NumPy, Matplotlib) and SQL to perform exploratory data analysis (EDA) on structured datasets.
- Assisted in designing automated dashboard layouts and reports for business performance tracking.
- Gained hands-on experience in database management, data validation, and ETL process concepts.

EDUCATION

Master of Computer Applications (MCA), Rayalaseema Institute of Management and Science, 2024 - 2026

Bachelor of Science (B.Sc.) in Computer Science, Sree Vidyanikethan Degree College, 2021 - 2024

CERTIFICATIONS

Data Analytics Certification, Besant Technologies

Data Analytics Program, Smartinternz