

Sriprabha Srinathan

Date of birth: 29/04/1993 | **Nationality:** Indian | **Phone number:** (+49) 17661878348 (Mobile) | **Email address:**

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Address: Seesener Str 34,, 10711, Berlin, Germany (Home)

● DIGITAL SKILLS

PowerBI | SQL | Excel | Snowflake | DBT | SSRS | Google Analytics | Python | Hive | JavaScript | JIRA | Confluence | Azure fundamentals | TFS

● WORK EXPERIENCE

06/2022 - CURRENT Germany

TECHNOLOGY SPECIALIST - DATA & ANALYTICS LTI MINDTREE

Client - Lufthansa Air Plus - Marketing & Operations

Tools & Tech - Power BI - Snowflake SQL - Excel - DBT - GIT

Roles and Responsibilities -

- Developed & managed self service B2B analytics platform that tracks the performance of customers using 3 dashboards across key KPI metrics for 14 markets in Europe.
- Responsible for analyzing the Digital Marketing ad- platforms that had Higher Lead Conversion Ratio resulting in minimizing Customer Acquisition Cost(CAC) by 3.5%. Clear insights to the marketing leadership on the platform with the best ROI.
- Performed promotional campaign analysis using A/B Testing resulting in 5% sales uplift through targeted segmentation.
- Collaborate with multiple internal product teams and various stakeholders to build end to end fully automated and scalable BI solutions on large data sets for data driven executions .

2018 - 2022 India

DATA ANALYST ACCENTURE

Client - Walmart USA - BI & Reporting

Tools & Tech - Google Analytics- Power BI - Teradata - Apache Hadoop

Roles and Responsibility -

- Performed market place and category analytics to track user behavior and churn of perishable goods. Identified correlation between purchase and delay and the insights increased the revenue by 5%.
- Used Hypothesis Testing to improve the delivery efficiency by 30%.
- Worked and collaborated with 10+ Business users from multiple departments to migrate 40+ reports from Hadoop to Teradata.
- Performed requirements gathering, data wrangling and modeling using sql, excel and python from multiple sources to achieve strategic results.
- Maintained comprehensive documentation on measurement methodology and reporting process in confluence.

2016 - 2017 India

BACKEND DEVELOPER GAVS TECHNOLOGIES

Tools & Tech - SQL - SSRS - PowerShell

Roles and Responsibility -

- Built data pipelines using PowerShell and SQL for the ticket automation tool z-Man.
- Created extensive monthly, bi-annual, and annual SSRS reports, maintaining 95% deadline adherence.
- Optimized SQL script performance, boosting efficiency and cutting down load times by nearly a third.

2014 - 2016 India

SOFTWARE DEVELOPER LARSEN & TOUBRO

Tools & Tech - SQL - JavaScript

Roles and Responsibility -

- Developed SQL scripts and stored procedures for web applications.
- Developed webpages using JS.

● **EDUCATION AND TRAINING**

2021 India

PG - COMPUTER APPLICATIONS Alagappa University

Address India

2014 India

BACHELORS OF COMPUTER SCIENCE & ENGINEERING Anna University

Address India

2014 Malaysia

FINAL YEAR PROJECT THESIS Universiti Sains Malaysis

Address Malaysia

● **LANGUAGE SKILLS**

Other language(s): **GERMAN - A1** | **ENGLISH**