

BALA VENKATA MANI KUMAR DAMARLA

DATA ANALYST

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Professional Summary

Results-driven digital data analyst with 2+ years of experience using SQL, Power BI, Google Analytics, and Python to transform complex data into actionable insights. Proven track record in customer journey optimisation, digital performance analysis, and stakeholder collaboration. MSc in Big Data Management & Data Analytics with a strong understanding of digital KPIs and customer behaviour in e-commerce and service-orientated environments. Adept at working in agile squads to support business growth through a data-first mindset.

Technical Skills

Data Analysis & BI Tools: Power BI, Microsoft Fabric, Excel, SQL, GCP (BigQuery, Google Analytics), Tableau, Adobe Analytics

Analytics & Modeling: Python (Pandas, Scikit-learn, PySpark), Predictive Modelling, Statistical Analysis

Data Engineering: Databricks, ETL/ELT Pipelines, AWS (Redshift, S3)

Web & Campaign Analytics: Google Analytics, Campaign Attribution, Conversion Analysis

Data Engineering: ETL/ELT Pipelines, Rapid Prototyping, Data Validation

Collaboration: Cross-functional Communication, Agile Methodology, Stakeholder Engagement

Tools & Development: MS Azure, Google Analytics, SEO, Web Design & Development, Digital Marketing.

Work Experience

Turgus Media, Hyderabad, India

Oct 2021 – Dec 2022

Data Analyst & AWS Cloud Support

- Collated data from Google Analytics, Power BI, Tableau, and backend databases to create a unified KPI reporting framework.
- Segment user journeys using SQL and Python to identify drop-off points, leading to UX recommendations that improved on-site conversion by 12%.
- Designed interactive Power BI dashboards for real-time monitoring of traffic, engagement, and revenue metrics; reduced ad-hoc report requests by 30%.
- Conducted A/B test reviews and deep-dives, formulating actionable next-best-actions that increased click-through by 8%.
- Managed AWS infrastructure (EC2, S3, RDS, Route 53), ensuring high availability and security-optimised resource usage to cut hosting costs by 20%.
- Worked in an agile squad, prioritising data tasks in sprint backlogs and delivering continuous data-driven features.

Fiverr (Freelancer) / Remote

Website Developer & Digital Analyst

Dec 2021 – Nov 2022

- Designed and developed responsive, SEO-friendly websites in WordPress and Shopify for e-commerce, healthcare, and service clients.
- Integrated Google Analytics and AWS cloud hosting; configured domains and email services, improving reliability and performance.
- Analysed user behaviour and campaign performance using GA and SQL, delivering recommendations that reduced bounce rates by 40%.
- Achieved 5-star ratings on 30+ projects through strong communication and timely delivery.

Syolo Technologies, Hyderabad

Nov 2019 – Aug 2021

Website Designer & Digital Marketing Executive

- Crafted modern, responsive websites and executed SEO and social media campaigns, boosting lead generation by 25%.
- Managed Google Ads and content strategy, producing performance reports to inform marketing decisions.
- Trained junior staff on CMS best practices and site optimisation techniques.

Country Mall, Hyderabad, India

Sep 2018 – 2019

Website Developer

- Leveraged SQL and Google Analytics to optimise e-commerce KPIs, reducing bounce rates by 90% while tracking user behaviour and campaign performance.
- Analysed campaign performance via Google Analytics, reducing bounce rates by 90% while optimising marketing spend and campaign success, contributing to improved digital marketing strategies.

Certifications

- Data Analytics | **Quantium** | 2025
- Data Science | **British Airways** | 2025
- Data Visualisation | Empowering Business with Effective Insights | **TCS** | 2025
- SQL for Data Science | **Udemy** | 2023
- Google Analytics Certification | **Coursera** | 2019

Relevant Projects

- **Citi Neuro Hospital design:** Overhauled AWS-hosted WordPress site with 45% faster load speeds and integrated Power BI dashboards for real-time booking analytics.
- **Multi-Hospital Analytics Platform:** Consolidated data for 5+ hospitals into Power BI, automating hourly ETL in Databricks for near-real-time insights.
- **Patient Portal UX Optimisation:** Used GA and Hotjar to analyse drop-off, implementing UX changes that increased logins by 30%.
- **Hospital Campaign ROI Dashboard:** Developed a Tableau dashboard to evaluate digital marketing spend, optimising budget allocation and improving CPA by 20%.
- **E-commerce Forecasting Pipeline:** Built AWS Lambda-based ETL to feed Redshift and Power BI with daily sales forecasts using Scikit-learn.
- **AWS Cost Optimisation Framework:** Audited and rightsized EC2/RDS resources across clients, achieving 25% monthly cost savings.
- **Country Mall WordPress E-commerce Site:** Designed and implemented a custom WooCommerce theme, integrated payment gateways and SEO best practices, resulting in a 35% increase in monthly online orders.
- **Hospitality Accommodation Website:** Developed a responsive WordPress site for a hotel chain with an integrated booking system and AWS hosting; improved page load time by 50% and increased booking enquiries by 25%.
- **Custom Portfolio & Business Sites:** Created 20+ client websites using WordPress and Elementor, including theme customization and plugin development; enhanced user engagement by 40%

Education

Master of Science in Big Data Management & Data Analytics

Griffith College Dublin, Ireland | June 2024 | **First Class Honours (65%)**

Bachelor of Engineering in Computer Science

Mic college of technologies, India | May 2018 | **First Class Honours (7.4/10) Equivalent to Irish Level 8 Honours Degree**