

# SHRAVANI IYTHA SUBRAMANYAM

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## ABOUT ME

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Experienced professional with a strong background in financial auditing, internal auditing, and sales coordination. Expertise in financial modeling, variance analysis, and process optimization, with a focus on driving data-driven decision-making and operational improvements. Skilled in utilizing **Python**, **SQL**, **Tableau**, and **Power BI** to derive actionable insights from large datasets, combining business acumen with technical expertise to support strategic decision-making and enhance business performance.

## SKILLS

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- **Cloud Computing**- Basic knowledge of AWS services, including EMR, S3, Athena, Glue, Quicksight, Kinesis, Redshift, EC2, Cloud SQL, DynamoDB, and Lambda, utilizing these tools to architect, implement, and optimize cloud-based data processing and analytics solutions.
- **Big Data Management & Engineering**- Hands-on experience in PySpark for large-scale data processing, Airflow for task scheduling, Kafka for real-time data streaming, and Hadoop for distributed data processing.
- **Data Analysis & Visualization**- Skilled in SQL for querying, filtering, cleaning, and migrating data; Excel (Advanced) for detailed data analysis; Power BI and Tableau for creating interactive dashboards; Python (Pandas, Numpy, Matplotlib, Seaborn) for data wrangling, statistical analysis (using SciPy and Statsmodels), and data visualization with Plotly and Altair.
- **Machine Learning & Project Management**- Expertise in time-series analysis, regression, classification, clustering, deep learning (TensorFlow, Keras), and NLP. Strong command over model optimization and techniques such as Random Forest, KNN, K-means, Decision Tree, and Hyperparameter optimization. Experienced with project management tools and methodologies, including Agile (Scrum, Kanban) and Jira.
- **Business Management & Financial**- Familiar with Tally ERP 9, QuickBooks, and Account Edge for financial management and accounting tasks, applying these tools to optimize reporting, financial analysis, and compliance

## ANALYTICS EXPERIENCE

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- **Data Analysis and Visualization**  
Applied basic data analysis techniques to derive insights from datasets, supporting data-driven decision-making. Developed simple dashboards using Tableau and Power BI to visualize key findings for stakeholders.
- **ETL Pipeline Development**  
Assisted in designing and implementing Extract, Transform, Load (ETL) pipelines for data integration and transformation, utilizing tools like Apache Spark and AWS Glue to enhance data workflows and ensure quality.
- **Cloud Data Engineering**  
Gained exposure to cloud data engineering practices, assisting with the design and management of cross-cloud data solutions using AWS, GCP, and Azure. Familiar with cloud platforms and their role in data processing and storage.
- **Agility and Scrum Methodology with Jira**  
Collaborated with teams to gather business requirements and provide cloud and data solutions aligned with business goals. Assisted in implementing Agile and Scrum practices to optimize project workflows, including managing Jira boards and workflows to enhance productivity.
- **Continuous Integration & Development**  
Participated in initiatives to improve cloud infrastructure, focusing on performance, reliability, and scalability. Assisted with monitoring and incident response in cloud environments, gaining exposure to best practices.

## WORK EXPERIENCE

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### Sales and Service Coordinator

**Trane Technologies** [ April 2019 – Feb 2021] | **City:** Brussels | **Country:** Belgium

- Administered and analyzed sales data for Europe and North America using Excel and Microsoft Access, tracking customer inquiries, order status, and delivery timelines, ensuring efficient order processing and on-time deliveries.
- Utilized historical data and market trends in Excel to create accurate sales forecasts, applying regression analysis and time series forecasting models, improving forecast accuracy by 20%.
- Identified and resolved bottlenecks in the sales process by using process mapping techniques, improving operational efficiency by 15%.

- Led business intelligence initiatives using Tableau to visualize sales and workflow data, improving reporting accuracy and aiding decision-making for optimizing customer satisfaction and service delivery.
- Conducted performance reviews using KPI analysis, consistently exceeding sales targets by 25%, and identified new business growth opportunities through data-driven insights.

### Audit Associate

**IV Subramanyam and Co** [ Nov 2015 – May 2017 ] | **City:** Bangalore | **Country:** India

- Conducted detailed audits for clients across various sectors, using Tally ERP and QuickBooks, performing financial analysis to ensure compliance with Indian Accounting Standards and improve the accuracy of financial reporting.
- Prepared and analyzed cost variance reports, using Excel to perform variance analysis and identify discrepancies, providing actionable insights that contributed to a 10% reduction in operating costs.
- Conducted internal audits to verify the accuracy of financial transactions, utilizing sampling techniques and analytical procedures, reducing data discrepancies by 15%.
- Evaluated and optimized internal control systems using risk assessment frameworks, resulting in improved operational performance and reduced risk exposure.

### Audit Assistant

**NSVM & Associates and G. Jagannath & Co** [ Sept 2012 – Oct 2015 ] | **City:** Bangalore | **Country:** India

- Managed and analyzed large datasets for income tax returns using Excel and tax software like ClearTax, ensuring accuracy and compliance, and reducing errors by 10%.
- Analyzed financial data to optimize tax deductions, applying data analytics techniques to reduce client liabilities by up to 12%.
- Conducted audits across various sectors, using data analysis tools like Excel and Tally ERP to ensure statutory compliance and provide insights for decision-making.
- Analyzed cost accounting data within the food chain sector using cost management software and Excel, identifying opportunities to reduce operational costs by 8%

## EDUCATION AND TRAINING

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### Data Analytics and Machine learning with Python

**CareerFoundry-The Online Career Academy for Tech Bootcamp** [ Current ] | **City:** Berlin | **Country:** Germany

### Bachelor of Commerce - Advanced Financial Accounting and Management Accounting

**Bangalore University** [ Jan 2013 – Jan 2015 ] | **City:** Bangalore | **Country:** India

### Chartered Accountant (Final)

**The Institute of Chartered Accountants of India** [ 2013 ] | **City:** Bangalore | **Country:** India

## LANGUAGE SKILLS

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**Mother tongue(s):** English | Telugu | Other language(s): French - A2 | Dutch - B1 | Hindi | Kannada

## PROJECTS

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- **Prescriptive Staffing Analysis**  
Developed an optimized staffing model for U.S. healthcare facilities during flu season by identifying high-risk states based on infection severity, vulnerable populations, and historical trends. Performed **spatial analysis, correlation analysis, and time-series forecasting** using Python and Tableau to predict peak hospitalization periods. Recommended targeted staffing strategies to reduce patient wait times and improve resource allocation.
- **Customer Behavior Analysis**  
Identified key customer segments and purchasing behaviors for Instacart to enhance **personalized marketing and customer retention**. Analyzed **repeat purchase trends, product affinity, and basket composition** using Python and Tableau. Designed a data-driven campaign strategy that optimized promotion timing, identified underperforming product categories, and improved engagement with high-value customers.
- **Revenue Optimization Analysis**  
Developed a **profitability-driven inventory and pricing strategy** for Rockbuster's online video rental platform. Used **SQL and Tableau** to analyze rental frequency, genre preferences, and customer retention rates across regions. Provided insights on **subscription model feasibility** and recommended high-impact content acquisition strategies to drive competitive market positioning.
- **Market Trends Analysis**  
Analyzed **three decades of video game sales data** to guide GameCo's **market expansion and genre-based investment strategy**. Segmented data by **revenue trends, player demographics, and regional demand** using SQL and Excel. Created Tableau dashboards highlighting **emerging markets, seasonal spikes, and genre performance**, leading to data-backed recommendations for **optimal release timing and marketing focus**.