LOHITH MEDISETTI

Product Analyst — Data-Driven Decision Maker — SQL & Analytics Enthusiast

✉ lohithmedisetti@gmail.com | 📞 +91 7780276115 | 🔗 LinkedIn | ⌂ GitHub | 🌐 Portfolio

PROFESSIONAL SUMMARY

Data-driven Product Analyst with expertise in SQL, data modeling, visualization, and business intelligence. Skilled at translating complex datasets into actionable product insights, measuring feature performance, and identifying opportunities to improve user experience and business growth. Experienced in A/B testing, cohort analysis, funnel tracking, and KPI reporting to guide strategic product decisions in cross-functional teams.

TECHNICAL SKILLS

- **Product Analytics:** A/B Testing, Funnel Analysis, Cohort Analysis, Retention & Churn Metrics, User Behavior Tracking
- **Data Tools:** Power BI, Microsoft Fabric, Excel, Tableau
- **Programming:** Python (Pandas, NumPy), SQL, C, PySpark
- **Databases:** SQL Server, PostgreSQL, MySQL, MongoDB
- **Analysis:** Data Cleaning, Data Transformation, Statistical Analysis, Feature Impact Measurement
- **Visualization:** KPI Dashboards, Interactive Charts, Multi-level Drilldowns, Product Metric Tracking

EDUCATION

B.Tech in Computer Science and Engineering (Data Science)
Aditya University, Surampalem, Andhra Pradesh — Sep 2022 -- May 2026 (Expected)
GPA: 7.52/10.0

PROJECTS

Aditya University Admission Insights Dashboard

- Designed an interactive Power BI dashboard with Row-Level Security (RLS) and dynamic filtering for role-based access.
- Integrated data from various sources to help prospective students make informed decisions and streamline the counseling process.needs.

Placement Skills Analytics Dashboard

- Built a live Power BI dashboard for students, reducing data retrieval time through optimized SQL queries.
- Applied custom visuals, slicers, and filters with DAX measures to analyze placement rates and map skills.

ICC T20 World Cup 2024 Fan Engagement Dashboard

- Visualized player and match data using slicers, bar graphs, and KPI tiles for comprehensive insights.
- Utilized PySpark for ETL processes on raw data and integrated insights into Power BI with incremental data refresh.

Sales Performance & Customer Behavior Dashboard

- Developed a Power BI dashboard to analyze transactions from thousands of customers across multiple markets.
- Enabled drilldowns, custom tooltips, and dynamic visuals by region and category to derive actionable sales strategies.

TRAINING & INTERNSHIPS

Data Analytics Trainee & Intern — Technical Hub, Surampalem, Andhra Pradesh
May 2024 -- June 2025

- Worked with product and business teams to define KPIs, track feature adoption, and analyze user engagement.
- Developed dashboards for real-world datasets in sales, education, sports, and weather domains.
- Completed a focused internship delivering automated reporting solutions and performance tracking dashboards.

CERTIFICATIONS

- **Microsoft Certified: Fabric Analytics Engineer Associate** (2025)
- **Google Certified: Cloud Data Analytics Certificate** (2025)
- **Cisco Introduction to Data Science** (2023)
- **IT Specialist: HTML & CSS** (2023)
- **IT Specialist: Python Certification** (2023)
- **Google Cloud Career Launchpad** -- Cloud Engineer Track (2024)