

Varsha Addagulla

Dallas, TX | (945) 273-2877 | varsha.addagulla@gmail.com | linkedin.com/in/varshaaddagulla | github.com/Varsha1-addagulla

SUMMARY

Data analyst with an M.S. in Business Analytics and a B.B.A. in Finance. Collects and analyzes data from multiple sources, builds dashboards that help teams make faster decisions, catches data quality issues before they reach stakeholders, and communicates findings clearly. SQL, Python, Power BI, Snowflake, Excel certified.

EXPERIENCE

Merit Street Media

Fort Worth, TX

Data Analyst and Market Research Intern

May 2025 – Aug 2025

- Pulled and cleaned Nielsen audience and billing data using SQL compared it against internal records, found a discrepancy that had been undetected for months, and fixed the extraction logic. Accuracy went from 85% to 98%.
- Built Power BI dashboards using DAX measures that replaced a 3-day manual reporting process leadership used them daily to track content and revenue performance.
- Wrote Python scripts to automate five recurring data prep tasks — cut weekly manual work significantly and reduced the chance of human error in reports.

BYJU'S

India

Market Research & Business Analyst

Jan 2022 – Jun 2023

- Analyzed student subscription and product data across multiple systems identified recurring billing errors affecting 200+ accounts, documented the root cause, and got a fix shipped in two weeks.
- Built Excel financial models tracking revenue and enrollment by product line used by leadership for quarterly budget planning across three product lines.
- Worked with Zendesk and Freshdesk to support 200+ users resolved escalated data and platform issues and documented fixes so the same problem wouldn't repeat.

Coursenator

Remote

Market Research & Data Analyst

Jan 2021 – Jan 2022

- Maintained and validated data across 15+ concurrent client programs kept records clean, caught formatting errors before they hit reports, and made sure outputs were consistent week over week.
- Delivered ad hoc analyses and weekly reports for leadership on deadline pulled from multiple sources, reconciled differences, and presented findings in clear summaries.
- Documented data processes and reporting standards made workflows reproducible so the team wasn't dependent on any one person.

PROJECTS

Wisdom Index Dashboard | Python, Power BI (DAX), SQL, Snowflake, Excel

2024

- Built an end-to-end BI solution wrote SQL to extract data into Snowflake, built DAX measures in Power BI, and delivered dashboards tracking financial and operational KPIs for stakeholder review.

LoanGuard AI | Python, SQL, PostgreSQL, FastAPI, GCP (Cloud Run)

2025

- Built a credit decisioning system with a 7-agent AI backend wrote the data validation logic, set up PostgreSQL for audit trails, and deployed to production on Google Cloud with a CI/CD pipeline.

SupplierIQ | Python, FastAPI, React, SQL, LLM APIs, Railway, Vercel

2025

- Identified a gap in procurement intelligence, then built a full platform to fill it Python/FastAPI backend, React frontend, AI-generated supplier risk scores. Deployed and live.

EDUCATION

University of North Texas

Denton, TX

M.S. in Business Analytics — Statistics, Financial Modeling, Predictive Analytics, R Programming

Dec 2025

IIMC

India

B.B.A. in Finance — Financial Analysis, Economics, Consumer Behavior

2023

TECHNICAL SKILLS

Tools: SQL (PostgreSQL, MySQL), Python (Pandas, automation, LLM APIs), **Power BI (DAX)** — Microsoft Certified, **Snowflake** — SnowPro Core Certified, Excel (Advanced), R, Git, GCP

Other: Zendesk, Freshdesk, Jira, Confluence, SAP SuccessFactors (familiar), Tableau (familiar), GA4, Looker Studio

CERTIFICATIONS

Microsoft Certified: Power BI Data Analyst Associate | **Snowflake SnowPro Core Certified** | BCG: Generative AI in Business Strategy