KRISHNA TEJA NARAHARISETTY

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PROFESSIONAL SUMMARY

Results-driven Data Analyst & Product Owner with 3+ years of experience in data engineering, business intelligence, and product analytics. Proven expertise in building scalable ETL pipelines, cloud-based data warehouses, and interactive dashboards using GCP, Azure, Databricks, and Power BI. Adept at translating complex data into actionable insights to drive product strategy, user retention, and business growth.

TECHNICAL SKILLS

- **Languages:** Python, Java, SQL, R, C++
- **Cloud & Big Data:** Google Cloud Platform (BigQuery, Cloud Functions, Pub/Sub, Dataflow, Cloud Storage), Apache Spark, Data Lakes, Azure
- **Data Engineering & Analytics:** ETL Pipelines, Data Preprocessing, Feature Engineering, Streaming Data Processing (Kafka, Pub/Sub), Databricks
- **Business Intelligence & Visualization:** Looker Studio, Google Analytics 4, Tableau, Power BI, Matplotlib, Seaborn, Chart.js
- **Databases:** BigQuery, MySQL, MongoDB, NoSQL, SQL Server, Databricks
- **Marketing & Product Analytics:** Braze, AppsFlyer, A/B Testing, Cohort Analysis, Funnel Analysis, User Segmentation
- **Web Technologies:** React.js, Node.js, Flask, RESTful APIs
- **DevOps & Version Control:** Git, GitHub, Jenkins, Docker, CI/CD Pipelines, Azure DevOps

PROFESSIONAL EXPERIENCE

Data Analyst & Product Owner   *Feb 2025 – Present*
RaceTrac | Atlanta, GA

- Spearhead data analytics and product ownership for key digital products, aligning cross-functional priorities and delivering insights to drive strategic business decisions.
- Leverage **Azure DevOps** for agile product planning, backlog grooming, and sprint tracking to streamline feature development and release cycles.
- Build and maintain scalable data pipelines and transformation workflows using **Databricks** and **SQL**, ensuring reliable, high-quality data ingestion.
- Perform in-depth behavioral and funnel analysis with **Google Analytics 4**, **BigQuery**, and **Power BI**, directly influencing product roadmap and marketing strategies.
- Develop interactive dashboards in **Looker Studio** and **Power BI** to visualize KPIs and track customer engagement across web and mobile platforms.
- Collaborate with marketing and engineering teams to implement and analyze user journeys via **Braze** (messaging campaigns) and **AppsFlyer** (mobile attribution and deep linking).
- Conduct A/B testing, cohort analysis, and user segmentation to identify product opportunities and improve user retention and app performance.

Systems Engineer   *Jan 2022 – Jun 2023*
Tata Consultancy Services | Hyderabad, India

- Developed and optimized large-scale **ETL pipelines** processing 1M+ records daily from SQL, NoSQL, and cloud sources, improving data integration efficiency by **30%**.
- Designed and maintained **BigQuery**-based data warehouses, reducing query processing time by **20%** through efficient data partitioning and clustering while cutting storage costs.
- Built dynamic dashboards using **Looker Studio**, **Power BI**, and **Tableau**, enabling real-time business insights and accelerating cross-functional decision-making by **25%**.
- Optimized SQL queries and indexing strategies, reducing data extraction times by **20%** and improving overall operational efficiency.
- Collaborated with cross-functional teams to integrate data pipelines with cloud analytics platforms including **Google BigQuery** and **AWS S3**.

Web Developer (Intern)   *Jan 2020 – Jun 2020*
Verzeo Edutech | Hyderabad, India

- Developed and deployed full-stack web applications using **React.js**, **Node.js**, **Express.js**, and **MongoDB**, achieving a **40% increase** in platform engagement through personalized content recommendations.
- Built data pipelines to collect and process 100K+ user interaction records, enabling behavioral analysis for business stakeholders.
- Integrated **RESTful APIs** and real-time data processing to improve user load time by **30%** and ensure a seamless cross-device experience.

EDUCATION

M.S. in Computer Science – Concentration: Data Science   *Aug 2023 – Dec 2024*
University of North Carolina Charlotte | Charlotte, NC | GPA: 3.9 / 4.0

B.Tech in Computer Science & Engineering   *Jul 2018 – Jun 2022*
Gokaraju Rangaraju Institute of Engineering & Technology | Hyderabad, India | GPA: 3.7 / 4.0

PROJECTS

Email Spam Classifier   *Jan 2024 – May 2024*
Technologies: Python, Flask, NLP, Scikit-learn, Random Forest, Naïve Bayes

- Developed a spam detection model using NLP techniques (tokenization, stopword removal, TF-IDF vectorization) achieving **95% accuracy** with Random Forest and Naïve Bayes classifiers.
- Preprocessed large text datasets and deployed the model via a **Flask** web application for real-time inference.

Personal Budget Management Tool   *Oct 2023 – Dec 2023*
Technologies: Python, Scikit-learn, XGBoost, Power BI, .NET, SQL, MongoDB

- Built a budget tracking tool integrating **MongoDB** for secure data storage and real-time retrieval, enabling users to analyze income and expenses.
- Developed interactive **Power BI** dashboards for spending pattern visualization, reducing manual expense tracking efforts by **40%**.

Big Mart Sales Prediction   *Aug 2021 – May 2022*
Technologies: Python, XGBoost, Decision Trees, Linear Regression, SQL, Pandas

- Built a machine learning model to forecast retail store sales, increasing prediction accuracy by **15%** using XGBoost, Linear Regression, and Decision Trees.
- Performed extensive data preprocessing including feature engineering and missing value imputation to enhance model robustness.

CERTIFICATIONS

- [Databricks Certified Data Analyst Associate](#) – Databricks   *2024*
- [Microsoft Azure Fundamentals (AZ-900)](#) – Microsoft   *Apr 2022*
- [Google Analytics Certification](#) – Google Skillshop   *Nov 2024*
- [Programming Essentials in Python](#) – Cisco Networking Academy   *Jan 2020*

PUBLICATIONS & PRESENTATIONS

- **Big Mart Sales Prediction using Machine Learning** – [AIP Conference Proceedings, 2022](#). Presented at the International Conference on Innovative Computing, Informatics & Advanced Communication Systems (ICICIAC-2022).