

Aravind Kumar Yedida

aravindkumar.yedida@gmail.com | +91-6303259395 | Kakinada, Andhra Pradesh
[linkedin.com/in/yaravindkumar](https://www.linkedin.com/in/yaravindkumar) | aravindyedida.com | blog.aravindyedida.com

EXECUTIVE SUMMARY

M.Sc. Computer Science graduate with experience in social media marketing, data analytics, and AI-powered application development. Skilled in Excel, SQL, and Power BI. Experience includes content planning, social media performance tracking, and developing data-driven projects using Python, MySQL, and Power BI.

TECHNICAL SKILLS

Programming & Query Languages: Python (Fundamentals), SQL

Analytics & BI Tools: Power BI, Google Sheets, Microsoft Excel

Databases: MySQL

Marketing Tools: Meta Business Suite, Google Search Console, Google Analytics, SEO

Libraries / Platforms: AI/ML Fundamentals, Generative AI, API Integration

Productivity: Git, JetBrains IDEs, Wix, Canva, AI-Assisted Development

WORK EXPERIENCE

Maxishield | Social Media Marketing Intern

Feb 2026 – Apr 2026

- Supported social media marketing activities across Instagram and Facebook, including content creation, scheduling, audience engagement, and performance tracking using Meta Business Suite.
- Developed and managed a 30-day content calendar aligned with product campaigns and brand messaging to ensure consistent content delivery.
- Analysed 15+ social media posts daily over 2–3 weeks by tracking views and engagement data, identifying high-performing content trends.

KEY PROJECTS

Financial Intelligence Pipeline — Python, MySQL, Power BI — [GitHub](#)

- Engineered an automated SBI bank statement parser to extract, deduplicate (SHA-256 hashing), and store 1000+ transaction records in a structured MySQL database.
- Resolved PDFplumber merged-cell parsing challenges using positional column assignment.
- Designed Power BI dashboards with DAX measures for real-time financial KPI monitoring and scenario analysis.

Consumer Goods Ad-hoc Insights — SQL, Power BI

- Queried a 1M+ row database using SQL to address 10 specific business requirements, analyzing sales trends, market share, and product performance.
- Converted raw query results into structured insights and visualized key findings in Power BI for stakeholder reporting.

Business Insights 360 — Power BI, DAX, MySQL — [Live Dashboard](#)

- Designed an enterprise-style multi-view Power BI dashboard covering Finance, Sales, Marketing, and Supply Chain.
- Developed Power BI data models and visualizations and optimized report performance using DAX Studio, improving report load performance by 5%.

EDUCATION

Master of Science — Computer Science Andhra University (2022-2024)

ACCOMPLISHMENTS

- Data Analyst Associate Certification — DataCamp
- Codebasics — Excel, Power BI & SQL.
- Published 15+ articles on Hashnode on cybersecurity, data analytics, and programming, focused on practical applications.
- Applied AI-assisted coding workflows to automate routine processes and develop practical projects in data and productivity domains.