

ARAVIND KUMAR YEDIDA

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SUMMARY

M.Sc. Computer Science graduate with hands-on experience in social media marketing and campaign performance tracking through internship. Built practical skills in SQL, Power BI, Excel, through self-directed analytics projects completed over the past year. Independently maintains a tech content platform and blog covering data and AI topics. Targeting entry-level AI Data Analytics and Marketing Analytics roles.

EXPERIENCE

Social Media Marketing Intern | Maxishield – Anti-Radiation Products, Kakinada

Feb 2026 – April 2026

- Developed and maintained monthly content calendars across Instagram and Facebook accounts, coordinating themes, publishing schedules, and audience targeting strategies.
- Monitored campaign performance using Meta Business Suite and Google Sheets; conducted A/B testing on content formats and messaging to assess effectiveness and identify improvement areas.
- Supported structured content planning workflows covering audience segmentation, message framing, and engagement tracking across active campaigns.

PROJECTS

Consumer Goods Ad-hoc Insights | SQL, Power BI

Oct 2025 – Dec 2025

- Analyzed sales and product datasets using SQL to answer business-oriented questions on product performance and market behavior.
- Structured findings into Power BI dashboards and written summaries, practicing the translation of analytical outputs into business-focused narratives.

Customer Churn Analysis | SQL, Power BI

Mar 2025 – April 2025

- Explored customer behavior data to identify patterns linked to churn and retention using SQL queries and Power BI visualizations.
- Developed summary reports structured around business-relevant KPIs and segment-level findings for non-technical interpretation.

Business Insights 360 Dashboard | Power BI, SQL, Excel

Jan 2025 – Feb 2025

- Built a multi-source business dashboard consolidating revenue, regional, and product-level performance data into a unified reporting view.
- Applied DAX and reporting logic to present operational complexity in a clear, decision-oriented format.

SKILLS

- Analytics & Reporting: SQL, Power BI, Excel, Google Sheets, DAX, Data Visualization, KPI Reporting, Business Intelligence
- Marketing & Research: Campaign Analysis, Content Strategy, Audience Research, Marketing Analytics, A/B Testing, Performance Tracking
- Tools & Platforms: Meta Business Suite, Google Analytics, Canva, Python (Basic)

EDUCATION --- M.Sc. Computer Science | Andhra University College of Engineering, Visakhapatnam | Aug 2024.

CERTIFICATIONS --- Data Analyst Associate — DataCamp (2025) | Excel, Power BI & SQL — CodeBasics (2024–25)

OTHER ACTIVITIES

- Published technical content through blogging covering cybersecurity, data analytics, and programming topics with a focus on practical learning and technical simplification.
- Used AI-driven tools for workflow optimization, automating repetitive tasks, and improving time efficiency in tasks