

Aravind Kumar Yedida

Data Marketing Analyst

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EXPERIENCE

Social Media Marketing Intern

Feb 2026 – Present

-Maxishield — Anti-Radiation Products, Kakinada

- Executed targeted distribution strategy for a video, achieving 425K+ views in 15 days and generating 1,000+ inbound inquiries with ~20% conversion rate.
- Increased Instagram page daily reach by 3x by executing a data-driven content calendar with A/B tested post formats, captions, and scheduling — tracked via Meta Business Suite analytics.
- Reduced campaign reporting time by 70% by building a Google Sheets performance tracker monitoring reach, engagement rate, impressions, and conversion metrics across all active campaigns daily.
- Improved content planning consistency by designing a 30-day social media content calendar with defined content pillars, scheduling workflows.
- Managed Instagram account and Facebook page, achieving 1,000+ average daily views through strategic posting, influencer collaboration, and performance-based content iteration.

PROJECTS

Consumer Goods Ad-hoc Insight

Oct 2025 - Dec 2025

Tools: SQL, Power BI

- Queried a 1M+ row database using SQL to answer 10 ad-hoc business requests, covering sales trends, market share, and product performance analysis.
- Translated raw query outputs into structured insights and visualised findings in Power BI for self-directed stakeholder reporting practice.

Customer Churn Analysis | [Link](#)

Mar 2025 – Jun 2025

Tools: SQL, Power BI

- Analysed 6,600+ customer records using SQL to calculate 27% churn rate and segment high-risk customer groups by behaviour and demographics.
- Built a Power BI dashboard tracking churn KPIs including retention rate, segment breakdown, and monthly trend — structured for executive-level reporting.

Business Insights 360 | [Live Dashboard](#)

Jan 2025 - Mar 2025

Tools: Power BI, DAX, SQL, Excel

- Consolidated multi-source sales data from Excel, CSV, and SQL into a unified Power BI dashboard covering revenue trends, regional performance, and product-level insights.
- Optimised DAX measures to reduce redundant calculations and improve report performance across a multi-table data model.

SKILLS

Analytics & Data: SQL, Power BI, Advanced Excel, Google Sheets, DAX, Data Visualisation, Python, Statistical Analysis

Marketing: Digital Marketing, Social Media Marketing, Campaign Performance Analysis, Lead Generation, A/B Testing, Audience Targeting, Influencer Marketing, Content Strategy, KPI Tracking, Marketing Analytics.

Tools & Platforms: Meta Business Suite, Instagram Ads, Facebook Ads, Canva, Google Analytics, Prompt Engineering

EDUCATION

M.Sc. Computer Science — Andhra University College of Engineering

Nov 2022 - Aug 2024

CERTIFICATIONS

Data Analyst Associate — DataCamp (2025) • Excel, Power BI & SQL — Code Basics (2024–25) • AI Ethics Basics — Coursera (Apr 2025)

ARTICLES & WRITING

Technical Blogger — Published 15+ articles on Hashnode covering cybersecurity, data analytics, and programming with a focus on practical learning. (blog.aravindyedida.com)