

# NEHA BHARATH

MS in DA , San Jose State University | [gauravneha0507@gmail.com](mailto:gauravneha0507@gmail.com) | [www.linkedin.com/in/neha-bharath-3a07501b8](https://www.linkedin.com/in/neha-bharath-3a07501b8)

05 /2026(Expected Graduation)  
07/2022

SJSU– Master’s degree in Data Analytics  
PESITM – Bachelor’s degree in Computer Science

3.9/4.00 GPA  
3.47/4.00GPA

Master’s student in **Data Analytics** with over 2 years of experience in **data analysis, visualization, and reporting**. Proficient in **SQL, Python, Power BI, and Tableau** with strong skills in analyzing **market data** and **creating actionable insights** for business decisions. Eager to contribute to **PepsiCo’s marketing team** by leveraging my data analytics skills to drive **brand strategy** and **consumer insights** that support promotional campaigns and business growth.

- **Data Analysis: SQL, Python, Excel**
- **Data Visualization: Power BI, Tableau**
- **ETL & Data Integration: Microsoft SSIS, Azure Data Factory**
- **Cloud Platforms: Azure (Blob Storage, Synapse, Data Factory, Databricks)**
- **Big Data Technologies: Hive, HDFS, Presto**
- **Reporting & Dashboards: Power BI Reports, KPI Dashboards**
- **Machine Learning: Basic ML Concepts, NLP**
- **Marketing Tools: Google Analytics, Facebook Ads (API Integration)**

## Experiences :

- 1. Data Engineer** **Hexaware Technology** **(09/2023 - 07/2024)**
  - Developed and maintained **Power BI dashboards** to track **business performance** and **marketing KPIs**, driving data-informed decisions.
  - Worked with **SQL** and **Python** to conduct **data analysis**, uncovering key trends in sales and marketing data.
  - Created and automated **ETL workflows** using **Azure Data Factory**, improving the speed and accuracy of reporting.
  - Integrated **Google Analytics** and **Facebook Ads** data to create comprehensive **analytics dashboards** that optimized marketing campaigns.
- 2. Data Engineer Associate** **Hexaware Technology** **(07/ 2022 - 09/2023)**
  - Assisted in **data validation** and **cleaning** for marketing and sales data to support effective **decision-making**.
  - Built and optimized **data pipelines** using **SQL** and **Azure Databricks**, enabling seamless reporting and analysis.
  - Created **Tableau visualizations** to track **campaign performance**, providing marketing teams with actionable insights to optimize strategies.
- 3. Data Engineer Intern** **Tequed Labs** **(09/ 2021 - 12/2021)**
  - Optimized **data processing performance** using **Azure Synapse Analytics**, improving report generation speed by **60%**.
  - Developed **SQL queries** for **data validation** and analysis, ensuring the accuracy of business intelligence reports.
  - Worked on **ETL processes** with **Azure Data Factory**, streamlining workflows and improving operational efficiency.

## PROJECT EXPERIENCE

- 1. Mobile Sentiment Analysis using Social Media Data (Reddit, YouTube)** **(04/ 2025)**
  - Designed and developed a full-stack **data pipeline** using **Airflow, Reddit/YouTube APIs, and Python** for automated **data ingestion** and **sentiment analysis**.
  - Applied **NLP (TextBlob)** to analyze **consumer sentiment** and evaluate **brand performance**.
  - Built **interactive visualizations** using **Plotly** to track trends and provide actionable insights for marketing teams.