Hemanth Upputuri - Data Analyst - Tableau

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Professional Summary

Detail-oriented Data Analyst with 2 years of experience at IBS Software in the airline and travel domain. Skilled in SQL, Tableau, and Excel for data analysis, dashboarding, and reporting. Experienced in building customer analytics, loyalty tracking, and financial KPI dashboards to drive decision-making. Adept at translating complex data into actionable insights that improve customer retention, optimize revenue, and reduce reporting time.

Technical Skills

- Languages & Databases: SQL (PostgreSQL, SQL Server), Excel
- BI Tools: Tableau (dashboards, KPIs, storytelling), Power BI, DBeaver.
- Analytics: Funnel analysis, Retention analysis, Loyalty analysis.
- Other: Data validation, Bit Bucket, GIT, Confluence and Jira.

Professional Experience

Data Analyst

IBS Software Pvt. Ltd., Bangalore

A leading global provider of SaaS solutions for aviation, travel, hospitality, and logistics. The company delivers mission-critical software for airlines, airports, cruise lines, and tour operators, including passenger services, crew and fleet management, cargo logistics, and loyalty programs, enhancing operational efficiency and customer experience.

Sep 2023 – Sep 2025

- Designed SQL-based passenger funnel analysis, identifying key drop-off points and improving customer onboarding efficiency.
- Built Tableau dashboards for repeat vs new passenger insights, cancellations by route/class, and marketing experiment (A/B test) tracking, supporting passenger retention strategies.
- Segmented loyalty program members into Silver/Gold/Platinum tiers, using SQL and Tableau to monitor points balance, redemption rates, and loyalty-driven revenue share.
- Analyzed and segmented customer groups using SQL and Tableau based on historical transaction behavior and demographic attributes (age, location, etc.), deriving cohort-level metrics to identify trends, retention patterns, and high-value segments for targeted insights.

- Automated financial KPI dashboards (daily/monthly revenue, rolling 3-month averages, MoM/YoY growth, booking-to-payment conversion) in Tableau, reducing manual reporting time by 30%.
- Conducted payment method analysis in SQL to detect customer preferences and failure rates, contributing to smoother payment lifecycle management.
- Validated data accuracy with Excel pivot analysis and provided ad-hoc insights for business teams.
- Primarily worked with iFly (passenger services) and iLoyal (loyalty management), while occasionally supporting cross-functional products like iFlight (flight operations) and iCargo (air cargo management) on an ad-hoc basis.

Projects & Case Studies

- Passenger Funnel Analysis: SQL queries to track booking-to-ticket conversion, cancellation patterns, and payment delays.
- Loyalty Retention Dashboard: Tableau dashboards showing tier segmentation, inactive loyalty members, and redemption vs accumulation trends.
- Financial KPI Monitoring: Rolling averages, revenue variance reports, and payment method comparisons built in SQL & Tableau.

Education

Bachelor of Technology (B.Tech), Computer Science

QIS College of Engineering | 2019 – 2023

Certifications

- Oracle SQL explorer

- Learn Git with Bitbucket

Declaration

I hear by Declare that all the information furnished above is true and best of my knowledge

Place: Bangalore   Name: Upputuri Hemanth.

Date: