SAI SHRUTI SUBRAMANIAN

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Business Analyst with 3 years of experience in delivering data-driven insights, automate reporting, and support strategic decision-making

SKILLS

- **Core Tools**: SQL, Python, R, Tableau, Power BI, Visio, Looker, Excel, Alteryx, Snowflake
- **Data Analysis**: EDA, forecasting, segmentation, clustering, A/B testing, ANOVA, logistic regression, SPSS, SAS, Google Sheets
- **Documentation & Collaboration:** Jira, Confluence, MS word, MS PowerPoint, Notion, Trello

PROFESSIONAL EXPERIENCE

Business Analyst | *Northeastern Philanthropy*   Sep 2024 – Dec 2024
- Developed dashboard in R (Ggplot 2) to track donor KPIs across 5 years, enabling real-time insights that guided campaign focus and contributed to a $10K increase
- Performed customer segmentation using Python, identifying 4 behavioral clusters that enabled a 19% increase in year-end donations
- Achieved 91% accuracy in predicting donor behavior using Python (XGBoost, SMOTE), enabling targeted outreach that improved campaign ROI by 28%
- Accelerated targeted campaign by cleaning and standardizing 5 years of complex data using SQL and Excel that drove $10k increase in year-end donations

Business Analyst | *Emircom*   Aug 2022 – Aug 2023
- Analyzed sales pipeline in Tableau, identifying a 30% lead conversion drop; insights triggered revised follow-up workflows, recovering 15% of lost leads
- Built Power BI dashboards to automate sales reporting, saving the team 5+ hours weekly on manual data aggregation
- Conducted A/B testing on website CTAs that identified a high-performing variant, contributing to $18K in annual revenue
- Identified discrepancies in ETL outputs through SQL validation checks, enabling the data engineering team to reduce recurring data errors in monthly reports by 6%
- Cleaned monthly sales records using Power Query for an ad hoc Finance request, reducing prep time while identifying 15 recurring transaction errors.
- Translated business requirements from stakeholders into 15+ functional specifications, ensuring accurate data mapping and reducing report generation time
- Developed regional performance heatmaps that identified underperforming markets, leading to better resource allocation and 5% revenue growth in target areas
- Automated data validation by writing SQL scripts to flag missing/incorrect records, reducing weekly reporting errors by 13%

Business Analyst | *Tech Mahindra*   Apr 2021 – Jun 2022
- Supported UAT for predictive maintenance system by validating data accuracy using Python, achieved 98% accuracy in equipment failure alerts across 3 client manufacturing plants that reduced unplanned downtime by 22 hours/month at 3 manufacturing plants
- Automated 12+ repetitive data validation workflows in Excel using Power Query and VBA macros, reducing manual effort by 20 hours/month for reporting team
- Supported 5+ Agile sprints for a manufacturing IoT project, documenting 30+ user story in Jira and reducing backlog ambiguity through clearer acceptance criteria
- Collaborated with senior analysts to develop 20+ clear business and system requirement documents for a compliance project following Waterfall approach
- Conducted research on 5 competitor sustainability offerings in smart manufacturing, compiling key features and pricing into comparison metrics. Findings were incorporated into a client proposal that supported a successful $2M pilot project for renewable energy monitoring
- Collaborated across cross-functional teams to document and manage deliverables through full Software Development Life Cycle (SDLC), enhancing project transparency and ensuring timely delivery of compliance solutions

Business Analyst | *DailyHunt*   Feb 2020 – Dec 2020
- Developed an interactive KPI dashboard in Looker to track daily active users across 3 regions, contributing to a 10% increase in weekly active users
- Performed one-way ANOVA in R to compare average session across 3 content categories, that led to prioritizing short-form video, increasing user retention by 6%
- Supported the Josh team in refining 30+ user stories and updating backlog items in Jira and Confluence, improving team clarity during sprint planning
- Automated data cleansing workflows in Alteryx, streamlining the removal of nulls and standardizing 10K+ user records, enabling faster decision-making
- Created backend workflow diagrams in Visio to map notification triggers and data dependencies, that reduced cross-team blockers in 3 consecutive releases

PROJECTS

Sales Performance Diagnostic Dashboard | *Power BI Dashboard*
- Business Problem: Solved leadership's challenge in understanding declining profitability and sales across global regions and product lines
- Identified a -39.62% drop in gross profit and $760K sales loss in China by designing an interactive dashboard with DAX and advanced visuals, to reprioritize markets
- Segmented 200+ accounts by GP% and YTD sales using scatter plots, uncovering high-revenue low-margin clients and driving pricing strategy adjustments

Airline Geospatial Analysis | *Tableau Dashboard*
- Business Problem: Addressed inconsistent customer satisfaction across global regions to improve service experience and aircraft allocation
- Built an interactive map dashboard in Tableau analyzing 5,000+ global customer reviews by aircraft type, seat class, and traveler type, pinpointing a 1.3-point drop in satisfaction in Eastern Europe and South America, driving leadership to redesign in-flight services and reallocate premium aircraft to underperforming routes

Order Analytics | *SQL*
- Business Problem: Helped the business identify product categories driving high customer spending to support upsell strategy
- Queried 6,000+ transaction records using SQL joins and aggregations to identify top 5 highest-spending orders and analyze item category breakdowns, uncovering that beverages made up 42% of spend in premium orders, supporting upsell strategy for high-value customers

Fashion Brand Dominance Analysis | *Tableau Dashboard*
- Business Problem: Solved the challenge of comparing luxury and fast-fashion brand equity by identifying dominance gaps using rank and engagement metrics
- Developed a dual-axis Tableau visualization plotting Avg. Rank vs. Avg. Engagement Rate for 15+ global fashion brands, enabling stakeholders to contrast brand visibility with digital interaction patterns

Commodity Composition Analysis | *R & ggplot2*
- Business Problem: Solved the problem of unclear variability in recyclable makeup by visualizing composition patterns across four key materials
- Used R and ggplot2 to chart 1,000+ data points as boxplots, identifying ONP and Res as the most volatile in composition (ranging up to 80%), informing adjustments to sorting protocols and pricing models

EDUCATION

Northeastern University | *Boston, USA*   Dec 2024
Master of Science in Business Analytics
- **Relevant Coursework:** Data Analysis, Machine Learning, Operations and Supply Chain Analysis, Information Visuals and Dashboards for Business, Marketing Analytics

Christ University | *Bengaluru, India*   May 2022
Bachelor of Business Administration
- **Relevant Coursework**: Impact of Social Media Analytics using SPSS (Undergraduate research paper), RStudio for Business, Economics, Statistics, Mathematics, Accounting