Peddi Sanjana

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Profile

Analytical and detail-oriented Business Analytics graduate (BBA) with strong expertise in data-driven decision making and business problem solving. Experienced in data visualization, statistical analysis, and supply chain analytics, with proven contributions to academic research and industry-focused projects. Interested in leveraging technical and analytical skills to drive strategic decisions and business growth in a forward-thinking organization.

Key Skills

- Data Analysis: Excel, SQL, Python, R
- Data Visualization: Tableau, Power BI
- Statistical Analysis, SPSS, JMP

Education

People's Education Society, BBA in Business Analytics   August 2022 – May 2026
- GPA: 9.73/10.0

VidyaMandir Classes, Science   August 2020 – May 2022
- Percentage: 96.8

Experience

Business Analytics Intern, KloudMate Technologies – Bengaluru, India   Feb 2025 – July 2025
- Conducted research on MOAT resilience in the observability industry, analyzing leading firms. Applied multi-dimensional competitive analysis across proprietary advantage, distributor strength, brand power, switching costs, customer sentiment, and buying behavior.
- Performed web scraping and data collection from company reports, Gartner reviews, and online sources to gather financial and customer insights.

Finance Intern, Reliance Retail – Bengaluru, India   June 2024 – July 2024
- Prepared No Due Certificates (NDCs) for Reliance Retail stores in Goa and Bangalore, ensuring compliance with company requirements. Coordinated with store teams and departments to track, verify, and complete pending documentation for timely approvals.

Publications

- Pfizer Inc.: A Strategic and Financial Analysis of a Global Pharmaceutical Leader (SSRN)

Projects

Flight Prices Predictions Tool
- Built a Random Forest model to predict flight ticket prices with feature engineering, preprocessing, and performance evaluation (R^2, MAPE). Applied hyperparameter tuning (RandomizedSearchCV) to improve accuracy and model reliability.

Certifications

- SQL Fundamentals - DataCamp
- Introduction to Python - DataCamp
- Introduction to PowerBI - DataCamp
- Business Analysis Foundations - LinkedIn

Academic Experience

- Psychology Workshop – Statistics Tutor, PES University (2024)

- Academic Mentor – Mathematics for Business Analytics (2024)

- Participant – Hack AI Hackathon (2024)