

# SHRIYA GUDIBANDI

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## WORK EXPERIENCE

### Astroc As Technology Private Limited, India -Business Strategist & Data Analyst

Jun 2022 – Dec 2022

- Collaborated with **R&D teams** to identify key inefficiencies in **drone manufacturing** processes, enhancing product performance and achieving milestones that led to a **\$170K** reduction in production costs annually, without compromising quality
- Initiated independent analysis on optimizing inventory management processes utilizing real-time data streams through Kafka; enhanced operations, leading to a **50%** faster response time for material requisitions from suppliers
- Analyzed complex datasets and transformed findings into actionable insights via **Tableau dashboards**; streamlined reporting processes, saving approximately **15** hours of manual work per week for the analytics team

### Anita Dairy, India - Business Analyst Intern

Jun 2021 – Dec 2021

- Led a team of **8** to Develop applications and automated reports using **SQL, Power BI, and Tableau**, for user interactive dashboards enhancing customer satisfaction & improving system performance by **90%** and enabling efficient inventory management
- Spearheaded intensive **data analysis** initiatives focusing on evaluating the interplay between product availability and buyer behavior; findings directed improvements preventing **stockouts** for top-selling items during peak seasons
- Launched a high-impact marketing campaign in partnership with Amul Dairy, driving an impressive **45%** increase in sales through **strategic audience** targeting and innovative **promotional tactics** tailored to consumer preferences

## PROJECTS

### COVID-19 Stringency and Economic Impact on Consumer Spending

- Formulated an analytical framework examining the relationship between economic indicators like **GDP per capita** and human development index (HDI) on consumer spending behaviors amid evolving government policies due to COVID-19 disruptions
- Analyzed over **1,000** datasets related to economic indicators using advanced regression models; identified critical trends influencing consumer behavior during the pandemic ultimately informing marketing strategies tailored for mal engagement

### Consumer Behavior Analysis: Amazon Sales & Market Trends

- Consolidated large volumes of sales analytics via **MongoDB** system integration designed specifically for efficient retrieval protocols resulting in reduced database query times by **40%**, enhancing overall analytical capabilities across projects.
- Refined the process of extracting and purifying large datasets using **Alteryx**, achieving a **30%** reduction in preparation time while ensuring optimal data readiness for insightful **analysis**
- Orchestrated seamless transition to a new database format via **MongoDB** implementation which resulted in eliminating redundant queries—ultimately saving **two workdays** each month dedicated solely to retrieving historical sales records.
- Engineered sophisticated data visualizations within **Tableau** that highlighted critical consumer behavior shifts by region; findings enabled targeted interventions addressing three major causes of revenue fluctuations at the company level

### Web Scraping & Consumer Insights for E-Commerce Marketing

- Scraped approximately **20k** rows of structured sales transaction data monthly from leading retail websites, producing clear trend **analysis graphics** with minimal errors ensuring accuracy during critical quarterly strategy meetings
- Championed an initiative that aggregated daily sales figures from key competitors' websites via customized web scraping tools; directly contributed findings addressing three major shifts in buying patterns within regional markets
- Drove comprehensive data exploration using **Python's pandas** and **numpy** to dissect complex sales metrics; identified **three key drivers** of revenue growth contributing directly to improved campaign effectiveness

## EDUCATION

### Stevens Institute of Technology, Hoboken, NJ, United States

Aug 2023 – May 2025

Master of Science - Business Intelligence and Analytics GPA: 3.67/4.0

### ICFAI University, Telangana, India

Jun 2019 – May 2023

Bachelor of Technology - Computer Science

## SKILLS

- **Programming Languages:** SQL, Python, R, MATLAB, HTML
- **Software & Tools:** Jupyter Notebook, VS Code, Git
- **Business Intelligence Tools:** Excel (Advanced), Bloomberg Terminal
- **Data Visualization Tools:** Tableau, Power BI, Looker
- **Database Management Systems:** MongoDB, MySQL, PostgreSQL
- **Data Engineering Tools:** Apache Spark, Airflow, Hadoop
- **Data Analysis Techniques:** Data Cleaning and Preparation Techniques, ETL Process

## CERTIFICATIONS

- Completed **LinkedIn** Learning courses in **Excel Analytical Tips and SQL**, enhancing data analysis skills
- Secured **Datacamp** certification in **Supply Chain Analytics using Python**, focusing on data-driven **logistics** insights
- Achieved **Bloomberg Market Concepts** certification, covering **Economics and Financial Statistics**
- Certified in **Harvard Business** Publishing courses on Project Management, Presentation, and Change Management, strengthening business strategy skills
- **AWS** Certified in Cloud Computing, Machine Learning, Network Security