

# Sneha Sunil Ekka

Boston, MA, 02134 | 857-333-5810 | [sekka@bu.edu](mailto:sekka@bu.edu) | [LinkedIn](#) | [GitHub](#) | [Tableau](#)

## EDUCATION

**M.S. in Business Analytics (STEM)**, Concentration: **Data and Methods**

Boston University, Questrom School of Business; Boston, MA

Sep 2023 – Jan 2025

**CGPA: 3.88/4.0**

**Master of Science in Statistics**

University of Mumbai; Mumbai, India

Jun 2018 – May 2020

## WORK EXPERIENCE

**Associate Analytics Consultant Intern**

Jun 2024 – Dec 2024

**Board International**, Boston, MA, United States

- Designed and presented a Financial Planning & Analysis (FP&A) demo for Disney using the BOARD platform, enabling dynamic budgeting/reporting capabilities that improved stakeholder decision-making efficiency by 30%.
- Conducted regression testing for migration from Board 12.6 to 14.1, identified discrepancies, and documented detailed technical findings, improving troubleshooting efficiency by 25% and increasing the migration success rates.

**Data Scientist**

Oct 2020 – Jun 2023

**Teradata**, Mumbai, India

- Migrated 140+ SQL scripts for a leading media company from Vantage to Snowflake, optimizing query performance by 40% to support daily-updated KPI dashboards tracking Olympics viewer engagement metrics (2020-2021).
- Spearheaded the implementation of Python-based automation for tedious data validation processes, reducing manual verification tasks by 83% for the media analytics team.
- Built ETL pipelines ingesting COVID-19-related data sources into Amazon S3, transforming 10M+ daily records into warehoused datasets with minimized latency for a multinational entertainment company's workforce planning.
- Developed Tableau KPI dashboards with ARIMA time-series models forecasting regional COVID cases, providing critical business insights. Presented these dashboards as POC demos to potential clients, achieving a 100% conversion rate.

## PROJECT EXPERIENCE

**Netflix Analytics Pipeline**

Sep 2024 – Dec 2024

**Coursework:** Deploying Analytics Pipeline, Boston University

- Designed a robust end-to-end ELT pipeline using Google Cloud Functions, Prefect for orchestration, and MotherDuck as the data warehouse, enabling seamless data integration, staging, and querying.
- Implemented a recommendation system using scalable KNN models with cosine similarity to match similar movies and shows, providing personalized content suggestions based on user preferences.
- Developed an interactive Streamlit front-end, integrating the recommendation system enhanced by Gemini 1.5 Pro LLM and offering users access to dynamic visualizations and Netflix content analytics.

**Job Listings Fraud Detection**

Jan 2024 – Feb 2024

**Coursework:** Unsupervised ML, Boston University

- Conducted a comprehensive analysis of 17,880 job postings to identify fraudulent listings, utilizing Natural Language Processing (NLP) techniques such as TF-IDF vectorization and Word2Vec embeddings for textual data representation.
- Implemented advanced data preprocessing, including tokenization and dimensionality reduction with PCA, and applied SMOTE to address class imbalance, optimizing model performance for fraud detection.
- Achieved a balanced accuracy of 87.4% using a Stacking Classifier that combined Logistic Regression, Random Forest, SVC, and XGBoost, enhancing prediction accuracy and robustness.

## SKILLS SUMMARY

**Core Competencies:** Statistical Analysis, Data Modeling, ETL/ELT Pipelines, Big Data Analytics, Predictive Modeling

**Programming:** Python (NumPy, Scikit-learn), PySpark, SQL (BigQuery, Snowflake, MotherDuck, Teradata), R, C/C++, Hadoop

**Technical Expertise:** Machine Learning, TensorFlow, PyTorch, MLOps, Advanced Excel (Open Solver, VBA, VLOOKUP), GCP (Cloud Run Functions, GCS, Vertex AI), AWS (S3, Lambda), Prefect, Apache Airflow, JIRA, Crontab

**Data Visualization & BI:** Tableau, Power BI, Streamlit, Apache Superset, QlikView, Looker Studio

## LEADERSHIP & ACADEMIC HONORS

**Graduate Teaching Assistant**, Boston University, Boston, MA

Jan 2024 – Dec 2024

- Assisted professors in Supply Chain Analytics and Supervised Machine Learning courses by tutoring students.

**Beta Gamma Sigma Member**, Boston University, Boston, MA

Jan 2024 – Dec 2024

- Inducted into Beta Gamma Sigma, an honorary business society, for academic excellence with a GPA of 3.88.