

SRI AMIRDHA SUDHA

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SUMMARY

Data Analyst with 2.5 years of experience in market research, customer insights, and data analytics. Skilled in SQL, Python, Power BI, and GA4, with expertise in segmentation, attribution modeling, and data-driven strategy to enhance business performance.

EDUCATION

The University of Texas at Austin – McCombs School of Business	Austin, Texas
Master of Science, Information Technology & Management	<i>Expected May 2025</i>
SRM Institute of Science and Technology	Chennai, India
Bachelor of Technology, Information Technology	<i>May 2022</i>
<ul style="list-style-type: none">University Rank Holder: Secured 2nd rank in the Information Technology department	

SKILLS

- Programming & Analytics:** SQL (Advanced), Python (Pandas, NumPy, NLP)
- Experimentation & Behavioral Analytics:** A/B Testing, Attribution Modeling, Retention Analysis, Segmentation
- Visualization & Tools:** Power BI, Google Analytics 4, Tableau
- Data Engineering & ETL:** Data Pipelines, Unstructured Data Processing, API Integrations
- Soft Skills:** Stakeholder Engagement, Strategic Decision-Making, Cross-Functional Collaboration, Data Storytelling

EXPERIENCE

AstraZeneca Pvt. Ltd.	Chennai, India
<i>Business Analyst - Marketing</i>	<i>July 2023 - June 2024</i>
<ul style="list-style-type: none">Analyzed omnichannel trends, customer behavior, and competition to drive market share growth across digital channelsDeveloped A/B testing frameworks to measure feature adoption and churn prediction, improving user retention by 15%Managed SQL-based data pipelines to automate reporting, reducing turnaround time by 7 hours per cyclePartnered with engineering and analytics teams to improve data tracking, ensuring accurate performance insightsConducted customer segmentation analysis on 500+ users, improving personalization strategies for digital campaigns	
<i>Junior Engineer</i>	<i>July 2022 - June 2023</i>
<ul style="list-style-type: none">Designed churn prediction models using historical engagement data, identifying high-risk users and intervention strategiesCollaborated with cross-functional teams to integrate behavioral tracking solutions, enhancing customer journey insightsDeveloped automated dashboards in Power BI, enhancing efficiency and reducing manual reporting efforts by 30%Led a process optimization initiative, cutting reporting inefficiencies and reducing processing time by 10 hours per week	

PROJECTS

<i>Customer Segmentation for Retail Business (Link)</i>
Leveraged K-means clustering on Walmart sales data to identify distinct customer segments based on purchasing behavior, providing actionable insights that enabled marketing and product teams to refine strategies and enhance customer targeting.
<i>YouTube Tech Device Sentiment Analysis (link)</i>
Built a RAG-based NLP model analyzing 40K+ unstructured YouTube comments, extracting user sentiment and product feature insights. Developed a data pipeline to clean and structure text data, enabling scalable retrieval-augmented analytics for business.
<i>Brand Engagement Analytics for Social Media (Link)</i>
Scraped ~500 posts, extracted image labels via Google Vision API, and classified engagement levels. Built logistic regression models and applied LDA topic modeling to identify key themes driving content performance.
<i>Audible Insights Dashboard (Link)</i>
Developed an interactive Power BI dashboard analyzing 1,000+ bestseller data points. Data collection using Python and Selenium, improving accuracy by 3%. Delivered actionable insights through data storytelling, driving strategic decision-making.

VOLUNTEERING

U&I Be the Change	Chennai, India
<i>Learning Circle Lead</i>	<i>August 2019 - April 2021</i>
<ul style="list-style-type: none">Led 25 volunteers team to design customized teaching strategies, improving literacy and learning outcomes for 30+ studentsSpearheaded fundraising initiatives to support the education and well-being of underprivileged children	

AWARDS

AstraZeneca Ignite Award	– Developed an automated campaign reporting tool, reducing marketing data processing time by 10%
AstraZeneca Spark Award	– Orchestrated an omnichannel setup for a new market, serving as the single point of contact