Padmasree Sappa

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PROFESSIONAL PROFILE

Business Analytics professional with 6.5 years of experience driving data-driven process improvements and operational excellence, including extensive work at Amazon. Skilled in managing large-scale operations focusing on catalogue management, data quality, and process automation. Proficient in SQL and Excel for data analysis, dashboard creation, and operational reporting. Experienced in collaborating cross-functionally to design and implement scalable processes, quality assurance practices, and strategic initiatives that enhance customer experience and business outcomes. Adept at balancing detail-oriented execution with strategic thinking in fast-paced environments.

EDUCATION

San Francisco State University   **Dec 2025**
Master of Science, Business Analytics
- **Coursework:** Business Intelligence, Data Engineering, Applied Statistics, Optimization Modeling, Strategic Analytics, Machine Learning for Decision-Making

Jawaharlal Nehru Technological University   **Dec 2017**
Bachelor of Technology, Electrical and Electronics Engineering

EXPERIENCE

Amazon Development Centre   **Oct 2021 - Dec 2023**
Business Operations Specialist - Transparency   *Hyderabad, India*
- Constructed SQL-driven dashboards and QBR reports to tell a compelling data story, reducing latency by 70% and enhancing seller approvals by 25%.
- Automated ASIN validation using VBA, cutting manual workload by 40% and boosting data accuracy, demonstrating strong Excel proficiency.
- Collaborated with product and strategy teams to pinpoint process gaps and inform go-to-market insights in alignment with business requirements.
- Authored over 60% of operational SOPs and refined workflows, saving 0.07 FTEs and reducing processing time by 60% through effective process and change management.
- Earned 8 consecutive 'Spotlight' Awards (2022-2023) for excellence in automation, analytics innovation, and quality impact, underpinning business and financial analysis capabilities.

Amazon Development Centre   **Jul 2019 - Oct 2021**
Data Operations Associate - AVOC Operations   *Hyderabad, India*
- Developed predictive models using SQL to improve SLA compliance by 15% and reduce error variance by 20%, leveraging strong data mining and ETL process skills.
- Executed AI-based resource planning that saved approximately 1,800 annual hours and reduced FTE requirements, translating data insights into actionable business outcomes.
- Led a robotics pilot (SCOUT) that decreased last-mile human intervention by 25% while informing an automation strategy and supporting rigorous testing and quality assurance efforts.

Algae Bio-Tech India Pvt Ltd   **Jun 2017 - Jul 2019**
Business Operations Analyst,   *Hyderabad, India*
- Implemented SQL-based models to identify inefficiencies and elevate process performance by 20%, directly correlating data metrics with business improvements.
- Directed a team of 5 analysts to streamline operations and enhance productivity through process optimization, aligning requirements definition with strategic initiatives.
- Mentored junior analysts and refined data management frameworks to improve reporting accuracy and support clear documentation and stakeholder communication.

PROJECTS - SAN FRANCISCO STATE UNIVERSITY

Meal Delivery Optimization Model
- Spearheaded a meal delivery optimization project that leveraged analytics and solver-based optimization techniques to enhance delivery routes and times.
- Analysed and applied Mathematical optimization models to improve route efficiency, reducing delivery times by 15%, lowering operational costs, and enhancing resource allocation and customer satisfaction.

YouTube Performance Metrics Dashboard
- Led the development of a Tableau dashboard to visualize YouTube performance metrics such as views, ad revenue, CTR, and engagement.
- Integrated complex data models to uncover trends in video length, publishing time, and audience behaviour.

• Enabled content creators to adopt data-driven strategies, resulting in a 25% revenue increase and stronger audience growth.

US Health Insurance Data Analysis
• Conducted in-depth analysis of health insurance data to identify key premium drivers like lifestyle and age.
• Built predictive models with 92% accuracy and designed risk classification tools that helped insurers offer more cost-effective plans, improve high-risk coverage, and enhance pricing strategy competitiveness.

Amazon Counterfeit Product Management
• Demonstrated ability to work with multi-source corporate data and build structured output for decision-making.
• Enhanced Amazon's counterfeit product management processes by developing a structured database schema comprising 14 interconnected tables.
• This system tracked brand registrations, product verification, and investigation progress.
• Utilized advanced SQL queries to identify complaint patterns and reduce counterfeit product resolution times by 30%, enabling a more efficient and data-driven approach to monitoring and enforcement.

Seoul Bike Sharing Demand Prediction
• Developed a machine learning pipeline to predict hourly bike rental demand using real-world weather and calendar data, achieving 92% R^2 accuracy with Gradient Boosting.
• Engineered features such as cyclical time encoding and weather-based modifiers; conducted outlier analysis and applied robust preprocessing for model optimization.
• Performed comparative model evaluation (Linear, KNN, Random Forest, GBM) using cross-validation, learning curves, and residual analysis to ensure generalizability.
• Derived business-ready insights into commuter behaviour, peak rental times, and seasonal demand trends to support data-driven fleet management strategies.

SKILLS AND TOOLS

• **Technical & Analytics:** SQL, VBA, A/B Testing, Regression, Forecasting, Data Modeling, ETL Processes, Data Warehousing, Data Analysis, AWS S3, AWS EC2, AWS DynamoDB, Python (if applicable)

• **Catalogue & Quality Management:** Catalogue Management, Product Information Management (PIM), Quality Assurance, Data Governance, Operational Controls, Root Cause Analysis

• **Visualization & Tools:** Tableau, Power BI, Excel, Redshift, BI Dashboards, Smartsheet, PowerApps, Data Visualization, Process Automation

• **Business & Strategy:** Competitive Intelligence, Market Research, GTM Strategy Support, Executive Reporting, Process Optimization, Strategic Thinking, Cross-functional Collaboration, Stakeholder Management, Data Storytelling, Business Analysis, Agile Methodologies, Time Management

• **Research Tools & Documentation:** Regulatory document retrieval, structured content extraction, metadata handling, DART (learning-ready)

CERTIFICATIONS
• Power BI Essential Training
• Data Visualizations and Data Dashboards in Power BI
• Statistics with Python specialization
• Information systems specialization