

# Durga Naga Padmasree Sappa

San Francisco, CA | +1-628-208-3271 | [sdnps7196@gmail.com](mailto:sdnps7196@gmail.com) | [LinkedIn](#)

## PROFESSIONAL PROFILE

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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 catalog 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

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### 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

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### 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

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### Meal Delivery Optimization Model

- Spearheaded a meal delivery optimization project that leveraged analytics and solver-based optimization techniques to enhance delivery routes and times.
- Analyzed 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 behavior.

- 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**

- 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.

## **SKILLS AND TOOLS**

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- **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)
- **Catalog & Quality Management:** Catalog 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

## **CERTIFICATIONS**

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- [Power BI Essential Training](#)
- [Data Visualizations and Data Dashboards in Power BI](#)
- [Statistics with Python specialization](#)
- [Information systems specialization](#)