Shravya Yalaka

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EDUCATION

California State University, East Bay
Hayward, CA
Master of Science in Business Analytics
Jan2024 - Present
GPA: 3.90/4.00
Coursework: Data Analytics, Database Management & Applications, Marketing Analytics, Machine Learning for Business Analytics, Data Mining, Deep Learning, Data Warehousing & Business Intelligence.

Jawaharlal Nehru Technological University, Hyderabad (JNTUH)
Hyderabad, India
Bachelor of Technology in Computer Science
Aug 2015 - May 2019

CORE SKILLS

Python, R, SQL, Tableau, Advanced Excel (Pivot table, VLOOKUP, Macros), ETL, TensorFlow, Data Mining, Figma, Jira, A/B Testing, Adobe Target, AEM, Microsoft Powerpoint, ChatGPT, Claude, AI Agents, LLM, Microsoft Word, Adobe Target, Project Management, Agile Methodology, Scrum, Data Analysis, Product marketing

WORK EXPERIENCE

CALIFORNIA STATE UNIVERSITY - EAST BAY
Hayward, California
Research Assistant
Feb 2025 - Present
- Conducting research on how influencers leverage AI tools to develop engaging video content, enhance audience targeting, and boost sales performance—focusing on content strategies that trigger FOMO and drive impulse buying behavior.

INFOSYS
Hyderabad, India
Senior Associate Consultant
Feb 2023 - Dec 2023
- **Spearheaded 2 end-to-end product launche**s by collaborating with business stakeholders and tech teams, reducing time-to-market by 20% through streamlined requirement gathering and Agile prioritization.
- **Analyzed sales and user behavior data**, uncovering key insights that improved customer retention by 15% and influenced feature prioritization.
- **Led 10+ website feature updates** based on user feedback and A/B testing, resulting in a 25% increase in engagement and a 12% boost in conversion rates.
- **Optimized go-to-market (GTM) strategies for 2 major releases**, working with marketing and product teams to increase early adoption by 30% through targeted campaigns.

TATA CONSULTANCY SERVICES
Hyderabad, India
Business Analyst
Sep 2019 - Feb 2023
- **Boosted AIG Insurance's digital engagement by 30%** by optimizing web interfaces, implementing SEO best practices, and displaying targeted insurance offers on 5+ airline partner websites, increasing lead generation by 25%.
- **Increased sales conversion rates by 18%** through A/B testing 12+ insurance offers, refining UX flows, and leveraging data-driven insights to enhance marketing campaign effectiveness.
- **Managed cross-functional initiatives**, translating business requirements into technical solutions, reducing development delays by 20% through Agile prioritization and stakeholder alignment.
- **Led client discussions** with international stakeholders, improving business requirement clarity and reducing misalignment issues, ensuring smoother project execution.

AWARDS AND HONORS

- **Winner, CruzHacks 2025** – Developed **ElevateR**, a Google Chrome extension that assists job seekers using AI agents to optimize job search, resume tailoring, and interview preparation.
- **First Runner-Up** in a Hackathon for developing a ML-based crop recommendation system using neural networks and a user-friendly interface to optimize agricultural productivity based on soil, climate, and location.
- **Winner of the Women in Leadership Oscars** for research on factors influencing electric vehicle adoption, analyzing market trends, consumer behavior, and policy impacts.
- **Google 5-Day Gen AI Intensive Course** Successfully completed a competitive, in-depth program covering foundational models, prompt engineering, embeddings, GenAI agents, domain-specific LLMs, and MLOps using Vertex AI (2024)

PROJECTS

University AI ChatBot | Python, RAG, LLM [GitHub]
- Developed an AI-powered chatbot using NLP techniques to address student queries, optimizing response accuracy and efficiency through continuous learning and feedback mechanisms.

Glucose Guardian | Python, AI Agents [GitHub]
- Glucose Guardian — a personalized AI nutrition assistant powered by CGM data — was selected as a finalist at the AI Valley Hackathon hosted by Carnegie Mellon University.