

SNEHA SASTRY RAYADURGAM

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EDUCATION

The University of Texas at Austin – McCombs School of Business

May 2025

Master of Science, Business Analytics | GPA: 4.00/4.00

- Coursework: Machine Learning & Data Science, Data Strategy, Supply Chain & Marketing Analytics, Finance

National Institute of Technology Warangal (NITW), India

July 2021

Bachelor of Technology in Electrical and Electronics Engineering

- Prof. N Rama Rao gold medal, merit scholarship awardee for 4 years (awarded to top 1% students in the department)

TECHNICAL SKILLS

- Computer Software: Excel, Power BI, Databricks, Snowflake, Neilsen, MS Office Suite, Tableau, Brandwatch
- Programming Languages: Python, SQL, R, C++, MATLAB & Simulink, Java
- Machine learning and Data science packages: Pandas, NumPy, scikit-learn, PyTorch, SciPy

EXPERIENCE

Anheuser Busch InBev (AB InBev) GCC, India – Retail Analyst

March 2023 – April 2024

- Coordinated with 16 market leads and the global team to consolidate data and build a Databricks pipeline for 10 strategic KPIs, spearheaded the global project culminating in a BI report for 1YP strategy discussions
- Closely collaborated with the Key Accounts VP to launch the report, provided granular visibility on key markets for the first time
- Drove 6% of the overall \$900k target of the commercial tower of GCC, nominated for a fast-track leadership path

Anheuser Busch InBev (AB InBev) GCC, India – Category Analyst(South Africa)

August 2021 – February 2023

- Led a team of 5 analysts to deliver a granular Sales-Inventory BI tracker, providing insights to 40 Account managers
- Refined ABI owned retail website by categorizing 500+ products, identifying consumer personas and campaign opportunities to improve customer retention on the website and increase basket size

Anheuser Busch InBev (AB InBev) GCC, India – Intern (Global Space Planning - EU)

May 2020 – June 2020

- Developed an automated Power BI tracker to identify a sales uplift of €300k in Netherlands, earned appreciation from the category director for Europe, and the project was scaled to two other countries
- Ranked 2nd among 50 interns, offered to return as a full-time employee the following year

PROJECTS

Customer Purchase Decision Prediction using Machine Learning

June 2024

- Predicted purchase decision with 95% accuracy based on psychographic and demographic data using ensemble methods. Based on the budget allocated, identified the Top N% users who are most probable to make a purchase

Crowd-sourced Recommendation System

October 2024

- Used Influenster reviews to deliver a customized shampoo recommender built on sentiment analysis and similarity to the user defined attributes - giving recommendations tailored to the customer, solving the long tail visibility problem

Created a Mutual Fund based on ETF tracking

November 2024

- Created a Mutual Fund to track NASDAQ-100, diversifying risks and maximizing returns using optimization techniques

LEADERSHIP

Anheuser Busch InBev (AB InBev) GCC, India

August 2021 – April 2024

- Coordinated with the internal stakeholders to increase the gender diversity in tech hiring to 40%
- Mentored three interns on their projects, all of whom were later offered full-time positions in the company

Electrical Engineering Association, NITW, India – General Secretary

August 2020 – May 2021

- Led a team of 40 students, conducted 45+ events on relevant industry skills and fostered student-alumni relations

ADDITIONAL INFORMATION

Languages: Fluent in Hindi, Telugu

Work Eligibility: Extended eligibility to work in the U.S. due to S.T.E.M. certification; will require visa sponsorship for long-term employment