SNEHA SASTRY RAYADURGAM

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SUMMARY

Senior Business analyst with 3+ years of expertise in data-driven decision-making and working with cross-functional teams to lead high value projects as a strategic consultant; looking for the next opportunity to drive business growth using prescriptive and predictive analytics, translating complex data into clear, impactful recommendations that align with organizational goals

TECHNICAL SKILLS

- **Databases and Visualization tools:** Databricks, Snowflake, Nielsen, IRI, Brandwatch, Excel, Power BI, Tableau, ETL, AWS Essentials
- **Programming Languages:** Python (pandas, numpy, scikit-learn, pytorch, scipy, gurobi, matplotlib), SQL, R, C++, MATLAB, GitHub
- **Certifications:** Databricks *(Link)*, Snowflake *(Link)*, Tableau - Intermediate *(Link)*, Statistics (Stanford|Coursera) *(Link)*

EXPERIENCE

Koddi - MSBA Capstone Project: Austin, USA
Data Science and Analytics — Jan 2025 – Present
- Increase CTR by implementing zero shot learning using sentence transformers for query classification to improve quality scores
- Utilize open-source models for inference and benchmark against industry for latency (10ms/query) and various accuracy metrics

AB InBev GCC: Bangalore, India
Senior Business Analyst: Retail — Mar 2023 – Apr 2024
- Designed a databricks pipeline for 140 major retailers in 16+ countries to analyze their performance across 10+ KPIs
- Spearheaded development of Global Key Accounts Scorecard to empower 1YP discussions, to promote ABI as a category leader
- Led weekly calls with Global Key Accounts VP as a subject matter expert and translated business requirements to technical backlog
- Improved team's net promoter score from 4 to 9 in 2 months by decreasing data refresh time by 50% and clear expectation setting
- Mitigated costs up to $50k annually and ensured business continuity by eliminating inefficiencies through report migration efforts

Business Analyst: Marketing and Category — Aug 2021 – Feb 2023
- Refined the initial phase of ABI's retail website (S. Africa) to understand market/industry landscape before final global integration
- Expanded category partnerships in Brazil from 2 to 20 retailers by analyzing impact of assortment strategies across stores
- Nominated for fast-track leadership path (top 2% of employees) for delivering high value projects and mentorship efforts
- Improved the gender diversity in tech hiring to 40% by launching parallel hiring process in Tier 2 colleges

Sales and Revenue Intern — May 2020 – Jun 2020
- Identified €300k in additional revenue in Netherlands by optimizing shelf space allocation based on market share of products
- Developed greenfield BI tracking capabilities, enabling sales executives to make data-driven decisions on shelf space allocation

EDUCATION

The University of Texas at Austin – McCombs School of Business — May 2025
Master of Science, Business Analytics | GPA: 4.0/4.0
- Coursework: ML & Data Science, Data Strategy, Marketing and Supply Chain analytics, Finance, Revenue Management and Pricing

National Institute of Technology Warangal (NIT-W) — Jul 2021
Bachelor of Technology, Electrical and Electronics Engineering | GPA: 3.6/4.0
- Gold Medalist, merit scholarship awardee for 4 years (awarded to top 1% of students in the department)

PROJECTS

Optimizing Real world problems*:* Solving industry specific optimization problems (*gurobi optimization)* — Dec 2024
- Newsvendor model *(Link)*: Improved profits by 7.3% by estimating the optimal price and order quantity for the non-linear problem
- Mutual Funds *(Link)*: Solved Integer and Mixed Integer problem using gurobi on 2023 NASDAQ data to create an optimized Mutual Fund that tracks the NASDAQ-100 market index; achieved an error of 0.351 on 2024 data by taking only 40 out of the 100 stocks

ShampYou - Shampoo recommender system *(web scrapping, Natural Language Processing)(Link)* — Oct 2024
- Web scraped reviews of 100 shampoos from *Influenster* to develop a customized shampoo recommendation system
- Leveraged item-based similarity in Natural Language Processing and sentiment analysis to address the long-tail visibility problem

Customer Behavior: Purchase decision prediction *(Ensemble learning: Bagging, Boosting, Random Forests)* — Jun 2024
- Predicted customer purchase decision with 93% accuracy, 92% Sensitivity and 93% Specificity using random forest
- Leveraged the lift curve to identify top N% of users most likely to purchase, optimizing budget allocation for maximum impact

LEADERSHIP

Electrical Engineering Association, NIT-W: *General Secretary* — Aug 2020 – May 2021
- Led a team of 40 students, conducted 45+ events on relevant industry skills and fostered student-alumni relations

Tech fest, NIT-W: *Event Manager* — Aug 2019 – Sep 2019
- Coordinated a cybersecurity workshop series, engaging 200+ students from 10 states; had the highest engagement rate