

SNEHA SASTRY RAYADURGAM

snehasastry0310@utexas.edu | +1(512)791-9632 | [linkedin.com/in/sneha-sastry-rayadurgam](https://www.linkedin.com/in/sneha-sastry-rayadurgam) | snehassastry.github.io/snehassastry

SUMMARY

Marketing analytics professional with 3+ years of experience in consumer segmentation, campaign analysis, and predictive modeling to optimize campaign strategies. With a strong foundation in data science through coursework at UT Austin, combined with hands-on experience in brand and category analytics, seeking an opportunity to apply my expertise in data-driven marketing

TECHNICAL SKILLS

- **Market Survey and Data Visualization:** Nielsen, IRI, Kantar, Excel, Power BI, Tableau, ETL (DAX, Power Queries), Microsoft suite
- **Programming Languages:** Python (pandas, numpy, scikit-learn, pytorch, scipy, gurobi), SQL, R, C++, MATLAB, GitHub
- **Core skills:** Marketing Mix Models, Customer Segmentation, A/B Testing, Stakeholder management, Agile project management
- **Certifications:** Commerce Media ([Link](#)), Databricks ([Link](#)), Snowflake ([Link](#)), Tableau - Intermediate ([Link](#)), Google Analytics ([Link](#))

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

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: Machine Learning & Data Science, Database Management, Marketing Analytics, Revenue Management and Pricing

National Institute of Technology Warangal (NITW)

Jul 2021

Bachelor of Technology, Electrical and Electronics Engineering | GPA: 3.6/4.0

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

PROJECTS

News vendor model: Quantity and Price optimization (*gurobi optimization*) ([Link](#))

Dec 2024

- Improved profits by 7.3% by estimating the optimal price and order quantity for the non-linear problem

Marketing Efficiency: Targeted marketing for user segments (*k means, XLSTAT*)

Nov 2024

- Clustered the customer base of a department store to understand their behavior and calculate their Lifetime Value; Estimated the uplift in profit on using targeted efforts (based on simple logistic regression probabilities) for different marketing campaigns

ShampYou - Shampoo recommendation 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 prediction (*Ensemble learning: Bagging, Boosting, Random Forests*) ([Link](#))

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