

# SNNEHAL SRIVASTAVA

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## Professional Summary

Recent MSc Business Analytics graduate with hands-on experience in data exploration, statistical analysis, and academic machine learning projects. Proficient in Python, SQL, and data visualization tools. Passionate about learning and applying data science to solve real-world business problems. Looking to contribute to a collaborative, fast-paced team where I can grow my skills in data analytics and machine learning.

## Key Skills & Tools

- **Programming & Analysis:** Python (Pandas, NumPy, Seaborn), SQL, Excel (Advanced), VBA
- **Data Science Foundations:** EDA, regression analysis, model building (basic), hypothesis testing
- **Visualization & Reporting:** Tableau, Power BI, Matplotlib
- **Coursework Exposure:** Feature engineering, model evaluation (cross-validation, metrics), supervised ML
- **Soft Skills:** Problem-solving, curiosity, stakeholder communication, teamwork
- **Learning Now:** AI/LLMs, automation tools (Be10x AI Mastery Program)
- **Certifications:** Business Analytics Foundations (IIBA), Project Management Foundations: Requirements (PMI)

## Education

- **AI Mastery Program** | Be10x | 2025 – Present  
Currently pursuing hands-on training in AI, LLMs & automation tools to streamline workflows
- **MSc in Business Analytics, 1st Class** | Queen Mary University of London | 2022 – 2023  
Modules: Data Analytics, Strategic Analysis, Programming for BA, Financial Data Analytics
- **Bachelors in Business Administration, 1st Class** | Guru Gobind Singh Indraprastha University | 2018 - 2021  
Dissertation: Analysis of Employee Expectations at a Workplace

## Professional Experience

### Sales & Insights Associate | Foot Locker

London, UK | Oct 2023 – Jan 2024

- Analyzed sales patterns and customer buying behaviour, identifying key trends that improved revenue by 20%.
- Assisted in decision-making to optimize stock levels and floor layouts, reducing stock-outs by 15%.
- Supported a customer base of 100+ daily with data-backed upselling strategies.

### Data Analyst (Academic & Freelance Projects)

London, UK | 2022 – 2023

- Analyzed 50,000+ data records to build insight dashboards and competitive reports, improving forecast accuracy by 15%.
- Created KPI-driven reports and visualizations using Python and SQL, improving reporting efficiency by 25%.
- Delivered findings to 5+ stakeholders, enabling data-informed decisions aligned with strategic objectives.

### Small Business Owner | Delish Dreams

New Delhi, India | Nov 2019 – Dec 2023

- Conducted market and behavioral analysis on 500+ customers, achieving 70% customer retention.
- Increased revenue by 70% by using insights from customer analytics to refine pricing and marketing.

### Human Resources Manager | We Settle (Remote)

New Delhi, India | Jul 2020 – Mar 2021

- Produced data-driven recruitment and workforce trend reports for leadership, improving efficiency by 30%.
- Fast-tracked to Manager in 4 months, led a team of 24+ to hire 100+ candidates across 4+ departments.

## Key Academic Projects

- **Predicting Used Cars Price Listing** – Built machine learning models (XGBoost, Random Forest) in Python, improving accuracy by 15%.
- **Image Segmentation & Face Recognition** – Developed a facial concern recognition system (ResNet50 UNet, MTCNN) with 14% recall improvement.