

SUDHANVA V KASHYAP

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EDUCATION

Simon Business School, University of Rochester

Rochester, NY

Master of Science in Business Analytics (A STEM Certified Program)

December 2025

- CGPA: 3.4/4 | Merit-based scholarship.
- Relevant Coursework: Predictive & Causal Analytics, Pricing Policies, Social Media Text Analytics, Data Warehousing.
- Certificate: Advanced Certificate of Achievement in Pricing (Expected Dec 2025)
- Member: Product Management Club, Outdoors Club, Gaming Club

PES University

Bangalore, India

Bachelor of Design in Communication Design

July 2022

- CGPA: 8.84/10 | Member- Pixels Photography club.

PROFESSIONAL EXPERIENCE

Renderpub | SaaS Company

Bangalore, India

Product and Design Analyst | Design and Growth

September 2021 - January 2024

- Led analytics and UX optimization across Renderpub's proprietary SaaS Architecture visualization platform, analyzing engagement data to identify usage drop-offs and improve feature adoption by 25%.
- Translated user requirements into design and product specifications, collaborating with engineers to align functionality with business KPIs and customer needs.
- Directed QA and release readiness for the SaaS product, delegating testing tasks and implementing process controls, achieving zero critical launch defects and under 5% minor post-launch issues.
- Designed 4 end-to-end VR experiences for enterprise clients, including a Tech Mahindra driving simulator and a VR cricket experience for Narendra Modi Stadium, delivering measurable usability and engagement improvements.
- Authored internal documentation, created tutorials, and led workshops reducing onboarding & training time by 40%.
- Managed CRM and campaign performance analytics through Google Analytics and Meta Business Suite; generated insights, optimized outreach and overhauled conversion tracking.
- Mentored a three-member design and QA team, stream-lining reporting and improving production efficiency by 20%.

EXPERIENTIAL LEARNING

Simon Vision Consulting – Confidential Client

Rochester, NY

Business Analytics Consultant | B2B GTM Strategy

February 2025 - May 2025

- Conducted market segmentation and behavioral analysis across 3,000+ users to serve growth and refine pricing.
- Built dynamic Excel-based pricing models integrating elasticity and usage data, enhancing forecast accuracy by 22%.
- Formulated KPI dashboards in Tableau and Excel to visualize acquisition funnels, retention trends, and campaign ROI, enabling a 30% faster decision cycle.
- Partnered with executives to translate analytical insights into a scalable 6-month B2B roadmap, used for pilot rollout.

Graduate Analytics Project – Confidential Client

Frisco, Texas

Operations Analyst

September 2025 - December 2025

- Analyzing 14M+ production records from 7 work centers to identify process variability and operational inefficiencies.
- Building predictive models to monitor weight deviation and tolerance drift, using regression and clustering.
- Creating executive dashboards to visualize performance KPIs and revamp production decision-making.

ADDITIONAL INFORMATION

- Professional training: Wall Street Prep Accounting Crash Course (ongoing).
- Technical skills: Python, R, SQL, Tableau, Power BI, Excel (Pivot Tables, VLOOKUP), Google Analytics, Meta Business Suite, CRM Tools, Regression & Clustering Models.
- Languages: English (fluent), Hindi (professional), Kannada (native), Swahili (intermediate), Spanish (beginner).
- Community leadership: Volunteer Mechanic, R Community Bikes (Rochester, NY) – 4 weeks repairing bicycles.
- Interests: Wildlife & Automotive Photography, Extended Reality (XR) Design, Badminton, Hiking, Cycling.