

SUDHANVA V KASHYAP

skashya5@simon.rochester.edu | (585) 540-6550 | <https://www.linkedin.com/in/sudhanvavkashyap/>

EDUCATION

Simon Business School, University of Rochester Master of Science in Business Analytics (A STEM Certified Program)	Rochester, NY December 2025
<ul style="list-style-type: none">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 Bachelor of Design in Communication Design	Bangalore, India July 2022
<ul style="list-style-type: none">CGPA: 8.84/10 Member- Pixels Photography club.	

PROFESSIONAL EXPERIENCE

Renderpub SaaS Company Product and Design Analyst Design and Growth	Bangalore, India September 2021 - January 2024
<ul style="list-style-type: none">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, streamlining reporting and improving production efficiency by 20%.	

EXPERIENTIAL LEARNING

Simon Vision Consulting – Confidential Client Business Analytics Consultant B2B GTM Strategy	Rochester, NY February 2025 - May 2025
<ul style="list-style-type: none">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 Operations Analyst	Frisco, Texas September 2025 - December 2025
<ul style="list-style-type: none">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.