SNEHA VERMA

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EDUCATION

Bachelor of Arts, Luther College

Majors: **Data Science** and **Economics** — **Cumulative GPA:** 3.94, *Summa Cum Laude*

Honors: *Phi Beta Kappa, Omicron Delta Epsilon, Dean's List* — **Data Science GPA:** 3.97, **Economics GPA:** 3.92

SKILLS

Languages: Python, R, SQL, HTML, CSS.

Tools: MS Excel, MS Access, Tableau, Power BI, Power Query, Jira, Smartsheet, Google Analytics, MS Office, SPSS.

EXPERIENCE

Business Data and Strategy Analyst @ Fastenal — August 2022 – Present / Winona, MN

- Supporting strategic business plans by analyzing data, maintaining queries, and creating documentations.
- Utilizing SQL, Excel, Power BI, Power Query, and other tools and languages to develop, maintain, and update reports and dashboards.
- Employing the aforementioned tools and Jira to create documentations, deploy development products, test results, and finalize proper implementation alongside the business owners and stakeholders.
- Identifying opportunities for career and personal growth through communication, networking, and volunteer and community service events.

Digital Marketing and Analytics Intern @ Thomson Reuters — June 2021 – August 2021 / Remote

- Automated data wrangling and analysis tasks leading to a 90% increase in efficiency and leading to the smooth creation of more than 28 articles detailing the results of the analysis.
- Built predictive models using deep learning algorithms to understand the impact of various crime features on length of sentence, and presented over 10 algorithm variations and results to supervisors.
- Collaborated with managers to build dashboards and reports using Excel, Tableau, SQL, and Power BI to present the progression of key performance indicators of FindLaw, a part of Thomson Reuters.
- Collaborating with team and utilizing Excel, Power BI, and other languages to complete the data science lifecycle.

Web and Data Analytics Intern @ Diversity Council — February 2021 – May 2021 / Rochester, MN

- Designed and implemented a resource database using SharePoint, Wix, and Excel to automate the process of receiving, storing, and updating information about NGOs which saved ~ 20+ hours of monthly labor.
- Encoded over 20 questions to create a scientific assessment to assess the cultural competency of youth institutions.
- Designed infographics and wrote reports to describe annual organizational progress, events, donations, etc. and suggest opportunities to supervisors and shareholders using Canva, Excel, and Tableau.

Economics Researcher @ Luther College — May 2020 – July 2020, September 2020 / Remote

- Wrangled, cleaned, and explored public data obtained from the Ugandan Government and The World Bank using Stata 16 to apply multiple linear regression models using econometric theory and methods.
- Documented the research process and extracted trends and from analyses and generated reports and papers to submit to the college administration. Offered discussion and recommended policies based on research findings.
- Wrote research proposals and the research has been presented in conferences by co-author, Dr. Samuel Bird.

DATA ANALYTICAL PROJECTS

Exploring Opportunities of Growth in Health Technology, GitHub — July 2022 – Present

- Wrangled and conducted exploratory data analysis to observe trends and correlations to understand the current industry and product usage using R, R Studio, and Excel.
- Shared findings using effective data visualizations and presentations and provide suggestions for growth.

Analyzing Graduation Rates of Midwest Colleges, GitHub — October 2021 – May 2022

- Gathered data from various sources and wrangled institutional data to create a predictive model to understand the impacts of gender, race, and financial status on the probability of graduating.
- Modeled multiple regression using R and econometric methods and presented the results in a symposium.