

SNEHA VERMA

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EDUCATION

Bachelor of Arts, Luther College

August 2018 – May 2022

Majors: Data Science, Economics.

Cumulative GPA: 3.94, *Summa Cum Laude*

Languages: English (*Native*), Hindi (*Native*), French (*Elementary*).

Data Science GPA: 3.97, **Economics GPA:** 3.92

TECHNICAL SKILLS

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

Data Analysis Tools: Microsoft Excel, Tableau, Microsoft Power BI, GitHub, SQLite Studio, TensorFlow, Big Query, Google Analytics.

Other Tools: Microsoft Word, PowerPoint, Outlook, SharePoint, Jupyter, Sublime Text, SEO, Slate, PyCharm.

WORK EXPERIENCES

Marketing Operations Assistant

Luther College, Decorah, IA

October 2021 – May 2022

- Explored business opportunities and used data to find trends and solutions to inform decision-making and operations.
- Maintained, updated, and audited the college website to ensure its efficiency and visibility for prospective students.
- Analyzed 5+ years of email communication data from our CRM, with Excel, to promote data-driven decisions across departments.

Digital Marketing and Analytics Intern

Thomson Reuters, Remote

June 2021 – August 2021

- Automated data analysis tasks that reduced debugging time by 90% and led to the creation of 28 informative legal blogs.
- Modeled a forecasting machine learning model, like neural networks, in collaboration with the Performance and Content teams.
- Supported data collection and communication by presenting analysis results using data visualization and reporting tools.
- Built new analytic capabilities with Power BI, Python, and R to scrape, analyze, and visualize key business metrics.

Web and Data Analytics Intern

Diversity Council, Rochester, MN

February 2021 – May 2021

- Led a project to create a resource database that automated the process of receiving, storing, and updating information.
- Updated current databases to explore areas of improvements and collaborated to conduct data entry and maintain data integrity.
- Designed infographics and reports to describe organizational progress and suggest opportunities to supervisors and shareholders.

Economics Researcher

Luther College, Decorah, IA

May 2020 – July 2020, September 2020

- Gathered, wrangled, and cleaned data using Stata 16 to apply multiple linear regression models using econometrics.
- 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.

RESEARCH AND DATA ANALYTICAL PROJECTS

Analyzing Graduation Rates of Midwest Colleges, [GitHub](#)

October 2021 – May 2022

- Wrangled institutional data and created a predictive model to help leadership understand and improve their graduation rates.
- Modeled multiple linear regression using R programming and wrote reports and created dashboards to document results.

Predicting Income Level from Social Factors, [GitHub](#)

December 2020 – January 2021

- Used Jupyter to conduct data cleaning, mining, analysis, and visualization with various packages, like pandas, numpy, etc.
- Cleaned data to deal with anomalies and applied decision tree and KNN classification models to analyze predictive ability.

Analyzing Earthquake Locations

October 2019 – December 2019

- Analyzed data regarding earthquakes in the United States over a month with PivotTables and summarization in MS Excel.
- Created visualizations with Tableau to conduct statistical analysis and machine learning models, like regression and clustering.

EXTRACURRICULAR ACTIVITIES AND HONORS

Phi Beta Kappa (honors society), **Omicron Delta Epsilon** (international economics honor society)

2022

Online Certifications

Google Data Analytics, Master SQL for Data Science, IBM Intro to Data Engineering, and more

Member of the Invigorating Student Work Committee

2020 – 21

Luther College Dean's List

Fall 2018 – Spring 2021 (all terms)

TEDxLutherCollege Sponsorship and Budgeting Team Leader

2019 – 20

TEDxLutherCollege Website Manager

2018 – 19