




SNEHA VERMA

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EDUCATION

Bachelor of Arts, Luther College

Majors: **Data Science** and **Economics**

Honors: *Phi Beta Kappa, Omicron Delta Epsilon, Dean's List*

Cumulative GPA: 3.94, *Summa Cum Laude*

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

SKILLS

Languages: Python, R, SQL, M code, VBA, DAX, HTML, CSS.

Tools: MS Excel, MS Access, Tableau, Power BI, MS Office, Power Query, Jira, Smartsheet, PeopleSoft, SPSS, Synapse.

EXPERIENCE

Business Data and Strategy Analyst @ Fastenal

August 2022 – Present / Winona, MN

- Automating operational reporting systems in Excel, Power Query, and SQL to provide insights into daily transactional data to business leaders and executives leading to a 75% decrease in reporting time.
- Developing data governance and cataloguing solutions in collaboration with business stakeholders and IT to support data migration to a data lake.
- Streamlining existing operational processes to ensure correct transmission of data via modernizing data platforms, verifying the functionality of present processes, and building efficient and robust alternative solutions.
- Utilizing SQL, Excel, Power BI, Power Query, and other tools and languages to develop, maintain, and update reports and dashboards. Completing projects and reports under the AGILE/Waterfall project management cycles.
- Leading a large supply chain project to enhance current procedures of verifying vendors and items while collaborating with multiple departments and stakeholders to ensure consistency of information, data, and operations.

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 the 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.
- Implemented guidelines for reports to ensure the effective usage of automated processes.
- Updated web scraping scripts in R to obtain information about the online performance of FindLaw leading to an increase in reporting efficiency and a reduction in processing time and power.

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.
- Documented new processes to assist team members in understanding the changes on the website and database systems. Conducted presentations and meetings to present these documentations and field any questions.
- Encoded over 20 questions to create a scientific assessment to assess the cultural competency of youth institutions.
- Created 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, extracted trends with econometric methods, and generated reports and papers to submit to the college administration. Offered discussion and recommended policies based on research findings.
- Explored the connections between theoretical and applied economics in the context of social economics to explore the relation between personal student characteristics and the probability of obtaining a college diploma.
- Submitted and presented a research paper to the Midwest Economics Association alongside co-author and faculty member, Dr. Samuel Bird.