

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

CERTIFICATIONS

Microsoft Certified: Fabric Analytics Engineer Associate

June 2024 - 2025

SKILLS

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

Tools: MS Fabric, Excel, Power Query, Power BI, Smartsheet, Lucid, PeopleSoft, MS Access, Azure, Tableau, Jira, SPSS, Stata.

EXPERIENCE

Business Data and Strategy Specialist @ Fastenal

October 2024 – Present / Winona, MN

- Spearheading the creation of operating models to standardize the usage and access provisioning of MS Fabric, a data lifecycle tool, within a Forbes 500 organization, resulting in a reduction in access delays and efficiency in BI workflows.
- Collaborating with cross-functional teams to test and validate the capabilities and security of a new analytics platform resulting in an increase in data integrity and trustworthiness and streamlined access control across the organization.
- Hosting an internal podcast aimed at fostering cross-team collaboration within the BI space resulting in increased awareness of BI initiatives, improved inter-team communication, and stronger collaboration.

Business Data and Strategy Analyst @ Fastenal

August 2022 – October 2024 / Winona, MN

- Directed the implementation of data governance and cataloguing solutions including auditing reports that improved compliance with governance policies and reduced data access issues across the organization.
- Managed a pilot program to implement a self-service environment for the Marketing team leveraging Microsoft Fabric. Coordinated strategy development, inter-team coordination, and stakeholder engagement to streamline workflows, enhance data accessibility, and reduce manual work by up to 60%.
- Led numerous projects, managed timelines, mapped development processes, maintained proactive client communication and integrated solution builds within workflows, resulting in a 50% boost in client productivity.
- Automated operational reports with Excel, Power Query, Power BI, and Access to provide insights into transactional activity for business leaders, thus reducing reporting efforts by more than 25%.

Digital Marketing and Analytics Intern @ Thomson Reuters

June 2021 – August 2021 / Remote

- Developed and deployed ML models using deep learning algorithms to analyze the impact of crime features on sentence length. Presented findings to management, demonstrating expertise in statistical analysis and model interpretation.
- Implemented automated data pipelines using Python and SQL to streamline data wrangling and analysis tasks, resulting in a 90% increase in processing efficiency. Produced over 28 detailed articles based on the analytical results via A.I.
- Utilized web scraping techniques in R to gather and analyze online performance data for FindLaw, reducing programming time by 40%. This reduction facilitated the reallocation of time towards data analysis and decision-making.
- Designed interactive dashboards using Excel, Tableau, SQL to visualize FindLaw's KPIs, enhancing data visualization and communication skills. Collaborated with stakeholders to ensure dashboard effectiveness in informing business decisions.

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 information retrieval, storage, and update processes saving approximately 20 hours of monthly labour.
- Updated the organization's website and documented changes in downstream workflows to ensure proper usage of the website and connected systems. Conducted personalized presentations and meetings to maintain active communication with stakeholders regarding the generic changes in the system and its impact on their personal processes.
- Created reports and infographics using Canva, Excel, and Tableau for the annual progress report that described the work done by the organization while providing an outlook of progress and opportunities for shareholders.

Economics Researcher @ Luther College

May 2020 – July 2020, September 2020 / Decorah, IA

- Conducted in-depth data wrangling and analysis using Stata 16 on public data from the Ugandan Government and The World Bank. Applied advanced econometric methods to measure the impact of gender on harvesting methods within a household which improved regression results by 10%.
- Documented the research process and employed econometric methods to extract trends and insights. This effort resulted in the production of a comprehensive research paper submitted to the college administration.
- Collaborated with co-author and faculty member, Dr. Samuel Bird, to produce a research paper submitted to the Midwest Economics Association. The paper included actionable recommendations, showcasing the depth and relevance of the research.