

Sowmya Bobba

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PROFESSIONAL SUMMARY

Experienced IT Operations Analyst and Business Analyst with expertise in driving impactful projects through process modeling, requirements elicitation, and data-driven decision-making. Proficient in SQL (ETL), Python, Tableau, Power BI, and Excel analytics to optimize operations and deliver actionable insights. Skilled in Agile/Scrum methodologies, SDLC phases, and cross-functional collaboration to ensure seamless execution and continuous improvement of business solutions. Adept at creating training modules, conducting UAT testing, and executing comprehensive testing strategies to enhance operational efficiency.

TECHNICAL SKILLS

- Data Analysis & Visualization Tools: Tableau, Power BI, Excel.
- Data Management Systems: SSIS, SSRS, MySQL
- Other Skills: Data Modeling, Automation, Machine Learning, Statistical Analysis, CRM Analytics, Google Campaign Manager.
- Analytics Methodologies: Descriptive Analytics, Predictive Modeling, Prescriptive Analytics, Clustering, Segmentation, Anomaly Detection
- Programming Languages: Python, SQL, VBA, ETL

PROFESSIONAL EXPERIENCE

UMass Amherst

Business Analyst – On Campus

January 2024 – December 2024

- Utilized **SQL**, **Excel**, and **Tableau** to perform **Inventory forecasting**, and **Trend analysis** reducing shortages by 20% and excess stock by 15% and a 27.4% reduction in food waste using real-time dashboards.
- **Conducted cost analysis and implemented strategies using real-time KPI dashboards**, leading to a 14% reduction in operational costs by identifying and executing targeted measures.
- Conducted **Pricing analysis** and **competitor analysis** using dashboards to optimize menu pricing strategies, ensuring competitiveness and boosting revenue.

Amazon

Business Operations Analyst

May 2019 – February 2023

- Conducted detailed compliance audits across global marketplaces (NA, EU, FE), analyzing trademarks, seller details, and product authenticity to ensure marketplace integrity. Identified over **3.3 million ASINs** as generic or counterfeit and eliminated approximately **20,000 sellers** flagged as fraudulent, safeguarding brand reputation and customer trust.
- Streamlined operational workflows by implementing **RIVER** workflow a new request intake process, cutting response times by 30% and enabling faster resolution of high-priority tasks, significantly **enhancing customer satisfaction metrics**.
- Designed and developed interactive dashboards using Quicksight, providing real-time insights into team **productivity, audit quality, and compliance trends**. This empowered leadership to make informed decisions and improved forecasting accuracy by 20%.
- Automated data extraction and reporting processes using **SQL** and **Excel Power Query**, reducing report generation time by 50% and enabling teams to focus on high-value tasks.
- Led data cleansing and metadata standardization efforts, ensuring data accuracy and reliability for operational and strategic decision-making. Improved data quality by implementing automated checks and validation processes.
- Conducted **root cause analyses** on process inefficiencies and rejection trends, leading to the development of targeted training programs that increased audit accuracy by 15% and reduced error rates across the team.
- Authored and standardized comprehensive **SOPs**, driving consistency and scalability in workflows, which led to a 40% improvement in process adherence across cross-functional teams.
- Partnered with cross-functional teams to resolve escalated compliance issues, protecting brand reputation and minimizing **compliance risks**. Successfully reduced escalations by 10% through proactive **risk management** strategies.
- Collaborated with automation teams to design and implement solutions for repetitive tasks, saving over **200 hours annually** and increasing overall process efficiency.

Capgemini

Business Operations Analyst – Intern

September 2018 – March 2019

- Executed **deep data analysis** using **SQL** and **Python** to **identify trends and root causes** of operational issues, leading to a 20% reduction in theft incidents.

- Promoted a culture of **data-driven decision-making** by developing and **automating reporting solutions** that enabled informed decision-making across teams.
- Collaborated with internal teams to refine data models, ensuring alignment with business objectives and operational goals.
- Presented findings and recommendations to executive leadership, driving a 10% reduction in operational risks.
- Identified inefficiencies and refactored an inventory management SQL query, reducing its execution time by 40%, and improving the overall performance of the reporting system.
- Designed and implemented **ETL** processes using **SSIS** to consolidate data sources from sales, procurement, and inventory systems which led to a 30% increase in data accuracy and a 25% reduction in data retrieval times, making the data more accessible for business users.
- Generated custom reports on **Power BI** according to business requirements enabling more informed decision-making across departments.

Defense Research and Development Organization

Business Operations Intern

January 2018 – July 2018

- Conducted data profiling and validation to ensure accuracy and consistency across digital assets, improving data quality by 25%.
- Created and implemented data visualization solutions using **Excel** and **Power BI**, providing actionable insights for strategic marketing and operational efficiency improvements.
- Designed and deployed **data analytics dashboards** using **Tableau** for real-time monitoring and visualization of electrical system performance, providing actionable insights for project management and decision-making.
- Achieved a 15% increase in system reliability by implementing data-driven fault detection and maintenance strategies, contributing to the improved performance and longevity of electrical system.

EDUCATION

University of Massachusetts, Amherst

Master of Science in Business Analytics | September 2023 – December 2024 | GPA: 4.0

Jawaharlal Nehru Technological University

Bachelor of Engineering | August 2015 - May 2019 | GPA: 3.9

ACHIEVEMENTS

- **Leadership Development:** Trained and integrated 3 managerial staff, including 2 managers and 1 skip-level manager. Mentored 24 new employees, conducted refresher training, and implemented Knowledge Proficiency Tests, boosting process quality from 96.7% to 100%.
- **Operational Efficiency:** Streamlined processes to reduce Average Handling Time from 8 to 6 minutes per audit, increasing daily productivity from 58 to 72 during peak seasons.
- **Performance Monitoring:** Designed and implemented quality and performance metrics dashboards, enabling real-time tracking and data-driven decision-making.
- **Process Standardization:** Developed 2 new Standard Operating Procedures and associated workflows based on stakeholder data analysis, improving cross-team efficiency and consistency.
- **Content Creation:** Authored a blog post on Medium titled [The Art of Habitual Branding in Contemporary Marketing: Insights from Shein and Snapchat](#), analyzing innovative marketing strategies and their impact on brand loyalty and audience engagement.