

Hasvitha Sriramineni

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SUMMARY

Business Analyst with experience using Excel, SQL, Power BI, and Tableau to analyze sales, operations, and student engagement data. Skilled in reporting, KPI development, data quality, and process improvement, with a track record of turning analysis into practical recommendations for leadership. Also brings exposure to automation and generative AI tools, with hands-on experience improving reporting and reducing errors.

Education

Wright State University

Business and Marketing Analytics (GPA: 3.7)

Jan 2024 - Dec 2025

Dayton, Ohio

Vellore Institute of Technology

Bachelor of Business Administration (GPA: 3.2)

Sep 2020 - Dec 2023

Amaravati, A.P

SKILLS

- **Data Analysis & Visualization:** Data Cleaning, Data validation, Reporting, Trend Analysis, Analytical Skills, Data Storytelling,, Dashboard Design, Statistical Reporting
- **Business Intelligence & Reporting:** KPI Development, Performance Metrics, Google Analytics, Power BI, Tableau, Data Warehousing, ETL Processes, Business Process Improvement, KPI Reporting, Salesforce Administration, Microsoft Fabric, Microsoft Copilot, ChatGPT, Claude
- **Database & ETL:** SQL, Data Warehousing, ETL Processes, Data Modeling, Database Design, Data Integration, Data Migration, Data Quality, Data Engineering, Python, Dataverse, Power Automate, Power Apps
- **Statistical Analysis & Modeling:** Regression Analysis, Hypothesis Testing, Time Series Analysis, Statistical Modeling, Predictive Modeling, Cluster Analysis, Data Visualization, Experimental Design
- **Marketing Analytics:** SEO, SEM, Email marketing, Digital Media Campaigns, Social Media Analytics, A/B Testing, Customer Segmentation, Marketing Automation, Campaign Analysis, Conversion Optimization, Valuation Checks
- **Financial Analysis:** Cost-Benefit Analysis, LTV Calculation, Financial Modeling, Budgeting, Forecasting, Variance Analysis, Financial Reporting

PROFESSIONAL EXPERIENCE

Wright State University | *Study Abroad Peer Mentor – UCIE*

Jan 2025 - Dec 2025

- Advised 25 prospective and current study-abroad students on program selection, academic planning, and cultural adaptation.
- Increased study abroad participation by 10% through development of cross-cultural engagement initiatives.
- Analyzed student participation, program expenses, and logistics, creating Excel reports to inform budget allocation, resulting in 40% more efficient budget allocation.
- Streamlined payment processes by automating payment reminders and verifying health information, leading to 90% reduction in payment errors.
- Facilitated pre-departure orientations covering cultural sensitivity, safety guidelines, and travel logistics for 40 students per session.
- Cultivated a supportive community by organizing social events and activities, fostering intercultural understanding, and organizing Study abroad events.

BluePark Sea Food Private Limited | *Business Analyst*

Jan 2023 - Dec 2023

- Leveraged Excel and sales data to build reporting on customer trends and product performance, driving a 10% month-over-month revenue boost.
- Conducted cost-benefit analyses of packaging and logistics plans, resulting in a 12% reduction in overall operating expenses.
- Collaborated with marketing, logistics, and compliance teams to reduce order processing time by 20% and improve cross-functional operations.
- Improved product shelf life during transit, reducing spoilage by 15% through adjustments to cold chain monitoring and storage procedures.
- Enhanced data quality across sales and operations datasets, leading to an estimated 15% reduction in data errors.
- Advised senior leadership by delivering analytical reports that supported data-driven decision-making.

CERTIFICATIONS

- Digital Marketing certification from HubSpot
- Google Ads – Measurement, Search, Display, and Video
- Introduction Business Analysis from IBM
- Social Media Simternship (from Stukent)
- Generative AI: Introduction and Applications from IBM
- Generative AI vs Agentic AI: Key Differences

Projects

Capstone Project – Bengaluru Housing Price Prediction & Analytics | *Wright State University*

Sep 2025 - Dec 2025

- Performed data cleaning and preprocessing in Python, including handling missing values, feature engineering, and standardizing inconsistent formats to prepare the dataset for analysis.
- Applied Multiple Linear Regression and Random Forest Regression models to analyze the impact of property features such as location, square footage, bathrooms, and balconies on housing prices.
- Conducted exploratory data analysis using Pandas, Matplotlib, and Seaborn to identify market trends and pricing patterns in the housing data.
- Built interactive dashboards in Tableau and Microsoft Power BI to visualize price trends, feature importance, and predicted vs. actual housing prices for business insights.
- Utilized machine learning libraries such as Scikit-learn and Statsmodels to support data-driven real estate market analysis and decision-making.