

# SOWMYA LINGAMNENI

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## Summary

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Highly motivated Masters in Business Analytics candidate at UCLA Anderson. Deep understanding of business fundamentals from MBA and 3.5 years of professional experience in IT, sales and marketing. Excited about translating complex data into actionable insights for driving business. Strong technical skills in SQL, Python, Operations Research.

## Education

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**University of California Los Angeles, Anderson School of Management** **Nov 2018 – Dec 2019**

Master of Science in Business Analytics (MSBA)

*Coursework: Data Management, Prescriptive Models, Customer Analytics, Competitive Analytics*

**XLRI – Xavier School of Management, Jamshedpur, India | Ranked among Top 5 Business Schools in India** **Apr 2016**

Masters in Business Administration (Marketing and Strategy specialization)

*Coursework: Operations Research, Business Research Methods, Quantitative Techniques, Macroeconomics, Game Theory*

**Birla Institute of Technology and Science (BITS), Pilani, India | Ranked among Top 6 Engineering Schools in India** **June 2012**

Bachelor of Engineering (Honors) Electronics and Instrumentation

*Coursework: Computer Programming, Probability & Statistics, Engineering Mathematics, Optimization, Numerical Analysis*

## Technical Skills

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**Programming:** R, SQL, Python, C, C++, Java

**Other:** Machine Learning, Apache Spark, Spreadsheet modelling, SPSS

## Analytics Projects

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**City of Los Angeles Datathon: Analysis of Payroll Data** **Nov 2018**

- Analyzed payroll data across departments over 5 years to identify key trends and predict wages for following year

**SQL & Python: Customer Segmentation and Evaluation of Business Growth at “Send-A-Tree” In Real-Time** **July 2018**

- Cleaned and organized dynamic user data, segmented customers, identified key metrics and evaluated business growth
- Automated report generation, built **data visualization dashboards** in Google Data Studio and conducted **funnel analysis**

**Analysis of Effect of Social Capital on Student Behavior, XLRI, Jamshedpur** **Jun 2015- Aug 2015**

- Analyzed responses from 150+ students using **discriminant analysis, cluster analysis** and **regression** techniques in SPSS
- Developed recommendations to leverage social capital for branding activities leading to 5% increase of endowment fund

**Seasonality and Trend Analysis of Branded Fruit Juice Industry, XLRI, Jamshedpur** **Sep 2015 - Nov 2015**

- Collected, analyzed sales data of juices across 50 outlets and **recommended product mix** basis outlet and consumer profile
- Addressed issue of low offtake of particular brand by analyzing freshness and stock turnover ratio from AC Nielsen reports

## Professional Experience

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**ITC Limited, Chennai, India | Assistant Manager, Channel Development** **Jul 2016 – Feb 2018**

- Annual Revenue of ITC Limited: \$9.4 Billion | Number of Employees: 26,000 | Largest Consumer Goods Firm in India
- Led a team of **8 executives** and managed **10+ distributors** towards **\$1.2M** in sales across categories including foods, personal care, tobacco by improving systems and processes
- Increased sales by 7% over previous year to **4 Million USD** by **analyzing sales data** and identifying growth opportunities
- Built **business dashboards** based on retail audit reports that identified distribution gaps in market vis-à-vis competition
- Designed **incentive structure** aligned with business needs and evaluated performance of 140+ field team members

**Ericsson India Global Services, Bangalore, India | Solution Integrator, Ericsson R&D** **Aug 2012 – May 2014**

- Designed and developed network management software in **C++** working in a **cross-functional team** for two release cycles
- Received management recognition for consistent outstanding performance

## Awards & Recognitions

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- National Finalist in Johnson and Johnson’s case study competition on developing e-commerce strategy for J&J **2015**
- Campus Winner, ITC’s case study competition on developing **product marketing** strategy for “Savlon” brand **2015**
- Awarded “**Competent Leader**” and “**Competent Communicator**” by Toastmasters International **2014**