Sneha Ekka
Analytics Engineer

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EDUCATION

Boston University, Questrom School of Business – Boston, MA   Sep 2023 – Jan 2025
M.S. in Business Analytics (STEM) | **GPA:** 3.88

University of Mumbai – Mumbai, India   Jun 2018 – May 2020
M.S. in Statistics

St. Xavier's College, University of Mumbai – Mumbai, India   Jun 2015 – Mar 2018
B.S. in Statistics

EXPERIENCE

Board Americas – Boston, MA   Jun 2024 – Dec 2024
Associate Analytics Consultant

- Minimized manual data prep by 40% for automating a global nonprofit's budget allocation system by streamlining API calls to client data streams, developing data models and ETL pipelines in Board, in collaboration with a senior consultant.
- Designed a custom-built FP&A demo on Board's SaaS platform by understanding client needs and translating complex business requirements (15+ KPIs) into an intuitive and automated planning solution, later recognized as a top-notch pre-sales asset.
- Accelerated Board's 12.6 to 14.1 platform upgrade timeline by 20% by supporting regression testing efforts with attention to detail, uncovering 10+ previously missed discrepancies, and curating technical documentation of validation steps.

Teradata – Mumbai, India   Oct 2020 – Jun 2023
Analytics Engineer

- Enabled uninterrupted delivery of audience retention metrics during the 2021–22 Olympics while migrating a live analytics data pipeline (processing 10M+ rows) from Teradata to Snowflake for a global mass media client in collaboration with data scientists.
- Optimized queries across 200+ SQL scripts, improving performance by 40% and co-designed data workflows in Airflow to streamline ETL Orchestration, decreasing pipeline failures and increasing reliability for business stakeholders.
- Spearheaded Python automation of cross-platform data validation, identifying opportunities for improvement, boosting team productivity by 98% (4 hours to under 5 minutes), accelerating SIT/UAT cycles, and ensuring data integrity.
- Improved an existing scalable ETL framework integrating 1M+ COVID, economic, and client-owned data for telecom, retail, and media clients, enabling analytics delivery and actionable insights in their Back-to-Business strategies.
- Expedited data processing time by 44% (90 to 55 minutes) by optimizing data ingestion and data transformation workflows using Python, SQL, and AWS S3 to ensure timely client reporting.
- Streamlined BI reporting by building SQL procedures and ARIMA forecast models, reducing time-to-insight for leadership by 25% and empowering faster data-driven decisions in response to changes in regional COVID and economic trends.
- Bolstered strategic decision-making for a global entertainment production client by regularly troubleshooting pipeline breakpoints and maintaining the performance of 5+ live Tableau Dashboards tracking 20+ health and economic KPIs.

SELECTED PROJECTS

Netflix Analytics Recommendations Pipeline – Engineered and deployed an end-to-end ELT pipeline using GCP, Prefect, and MotherDuck to process Netflix content data. Implemented a KNN-based recommendation engine with Streamlit and Gemini 1.5 Pro LLM, generating personalized recommendations and real-time dashboard insights.

Meal Ordering Optimization Model – Built a Multi-Integer Linear Programming (MILP) model in Open Solver (MS Excel) to balance cost, nutrition, and diversity for 50 residents, enhancing plan feasibility by 55% through scenario modeling and sensitivity analysis.

Job Listings Fraud Detection – Developed a fraud detection pipeline using Natural Language Processing (TF-IDF, Word2Vec), SMOTE, and a stacked ensemble, achieving 87.4% balanced accuracy on 17K+ job posts, improving platform trust and data quality controls.

U.S. Commercial Aviation Analytics – Analyzed 5+ years of flight data using BigQuery and Tableau to uncover delay/cancellation trends, delivering actionable insights via dashboards and earning commendation for simplifying SQL logic for business use.

SKILLS

Languages & Tools: SQL, Python, Pandas, NumPy, scikit-learn, Jupyter, Tableau, Power BI, Looker, Alteryx, Board (B2B SaaS tool)
Cloud & Data Platforms: Snowflake, Google Cloud Platform, Big Query, AWS (S3), Apache Spark, Databricks, Teradata, Mother Duck
Workflow Orchestration & Other: dbt, Apache Airflow, Prefect, Git, GitHub, Streamlit, Crontab, Microsoft (Excel, PowerPoint, Word)
Core Competencies: Data Engineering, Data Modeling, Data Warehousing, Data Pipelines, ETL Development, Data Governance, Data Quality, Data Visualization, Business Intelligence, Stakeholder Communication, Cross-Functional Collaboration, Agile Delivery

CERTIFICATIONS (Expected 2025)

dbt Analytics Engineering, Google Cloud Professional Data Engineer, Power BI Data Analyst Associate, Tableau Desktop Specialist