

Varshenne Reddi

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PROFESSIONAL SUMMARY

Detail-oriented Research & Reporting Analyst with **4 years** of **international experience across higher education**, institutional research, and data analytics. Hold **dual Master's degrees** in Business Analytics and MBA Supply Chain Management, with extensive expertise supporting AACSB accreditation processes, generating institutional reports, and driving data-informed decisions in academic environments. Proven history of cross-functional collaboration with deans, department heads, and administrative units. Adept at translating complex data into actionable insights using **Tableau, Power BI, SPSS, SQL, and Python**. Known for exceptional verbal/written communication, time management, and an innate ability to work independently while meeting high-stakes deadlines.

EDUCATION

University of Scranton

Scranton, PA

Master of Science in Business Analytics

Graduated: May 2024

- Database Systems, Business Analysis, Data Mining, Data Visualization, Business Intelligence, Data Analysis

University of Rome Tor Vergata

Rome, Italy

Masters in Business Administration - Supply Chain Management

Graduated: April 2021

- Procurement and Supply Chain Management, Economics of Procurement, Sustainable Supply Chain

SKILLS

- **Assessment Tools & Data Analysis:** Tableau, Power BI, Looker, QlikView, Qualtrics, SPSS-equivalent statistical testing, Python, SQL, MS Excel (VLOOKUP, Pivot Tables), RapidMiner, Minitab
- **Project Management & Collaboration:** Agile, Asana, Trello, Click Up, CRM, Interdepartmental coordination
- **Platforms & Tech:** MS Access, Lucid chart, SharePoint, OneDrive, Statistical Analysis, Data Mining, Data Visualization, Report Writing, Institutional Research, Accreditation Support (AACSB & SACSCOC)

WORK EXPERIENCE

East Texas A&M University

Commerce, TX

Research & Reporting Analyst

September 2025 – Present

- Serve as the primary analyst supporting **AACSB business school accreditation, compliance, and continuous improvement initiatives**, ensuring alignment with national and regional standards.
- Coordinate cross-functionally with the Dean, Department Heads, Institutional Research, and Academic Affairs to collect, validate, and synthesize academic, faculty, and program-level data.
- Lead data preparation and quality assurance for external rankings and regulatory reporting, including U.S. News & World Report surveys for online business programs.
- Consolidate and standardize course schedules, faculty activity data, and program metrics across departments for institutional submission and archival records.

Signitives Technologies LLC — Remote

Irving, TX

Data Research Analyst

September 2024 – August 2025

- Conduct research and statistical modeling to identify trends across large datasets, support client-facing reporting, and cross-functional decision-making.
- Created executive-level dashboards using **Power BI and Tableau** to visualize client acquisition metrics, reducing churn by 18%.
- Partnered with internal and external stakeholders to design performance monitoring tools and improve client experience through research insights.
- Delivered weekly and monthly reports to senior leadership teams, offering actionable recommendations rooted in data analysis.

University of Scranton

Scranton, PA

Graduate Assistant for Global Economics, Management & Entrepreneurship

January 2023 - May 2024

- Developed automated reports using **Power BI** and **Excel** for academic performance analysis, increasing data accuracy and reporting.
- Played a pivotal role in supporting **AACSB** and **SACSCOC** reporting by collecting, analyzing, and documenting institutional effectiveness data.
- Functioned as liaison between **faculty, directors, and administrative staff** to ensure reporting standards were consistently met and deadlines upheld.
- Trained and supervised undergraduate students on data management tools and **academic projects**, fostering a data-literate student community.
- Scheduled and coordinated meetings, maintained sensitive records, and supported peer review visits by assisting in travel coordination and itinerary development.

LP International Language School

Rome, Italy

Data Analyst and English Professor

December 2021 - July 2022

- Collaborated with over 200 faculty and students to develop **agile academic dashboards** using Power BI and Tableau.
- Led curriculum improvement projects by analyzing classroom data and presenting insights into academic leadership for decision-making.
- Collaborated with stakeholders using Agile methodologies to refine analytics solutions and enhanced learning outcomes by **40%** through data-driven curriculum adjustments.

RESEARCH EXPERIENCE

University of Scranton

Scranton, PA

Carbon Disclosure Project (CDP) Research

January 2024 - May 2024

- Conducted a comprehensive analysis of **Carbon Disclosure Project (CDP)** data from **3,302 global companies** to identify environmental impact trends.
- Applied **chi-square tests** and **statistical modeling** to detect significant correlations in sustainability practices.
- Developed **Tableau dashboards** and bar graphs using **Minitab** to visualize findings, providing actionable insights to stakeholders.
- Presented results during a poster presentation to **over 50 industry experts and peers**, receiving commendation for analytical rigor and contribution to environmental research.

University of Rome Tor Vergata

Rome, Italy

Researcher, MBA Thesis: Procurement 5.0

November 2020 – April 2021

- Conducted a comprehensive **six-month study** titled “*Procurement 5.0: The Digital Transformation by Artificial Intelligence and Sustainability.*”
- Collected and analyzed survey data from **170 companies** across **America, Italy, and India** using statistical analysis tools.
- Evaluated the impact of AI, Machine Learning and Deep Learning on procurement processes using enterprise-level analysis.
- Applied **predictive analytics** and **statistical modeling** to identify key drivers of operational efficiency.
- Developed actionable recommendations on AI adoption, receiving **special recognition** for **95% originality** and rigor in the **Turnitin report**.

PROJECT EXPERIENCE

- **Predictive Financial Modeling:** Utilized **Python** and NLP techniques to analyze financial statements and extract insights, enhancing reporting accuracy by **40%**. Developed and presented detailed financial reports to stakeholders. Applied data visualization techniques in Python and Power BI to create comprehensive dashboards, facilitating data-driven decision-making for financial analysis.
- **Enterprise Data Management:** Designed and implemented a relational database using **MS Access** and **SQL**, reducing query time by 40%. Applied normalization techniques to ensure data integrity and optimize performance. Developed automated reports using Tableau, enhancing data accessibility and operational efficiency for the management team.
- **Customer Segmentation and Predictive Analytics Project:** Conducted data mining on **100,000 customer** records using RapidMiner and Python, improving segmentation accuracy by **15%**. Delivered actionable insights for marketing optimization, increasing conversion rates by **20%**. Presented findings through interactive visualizations using Tableau, empowering stakeholders to adjust marketing strategies in real-time.