



Praveena Sudharshan

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Summary

Product & Analytics professional with 8+ years of experience building and scaling data-driven products across Walmart, Amazon, and TransUnion. Delivered \$20M+ risk mitigation and \$10M+ revenue impact by driving insight-led product decisions. Strong ownership mindset with a track record of converting ambiguous problems into scalable product solutions. Thrive at the intersection of product, data, and strategy to drive measurable customer and business outcomes.

Professional Experience

Senior Data Analyst | Walmart Global Tech | Chennai **May2024 – Aug2025**

- Spearheaded data validation and root-cause analysis for Walmart Scintilla, resolving critical reporting inaccuracies and restoring customer trust, enabling leadership to rely on analytics for operational and financial decision-making.
- Performed data analysis to validate tonnage-calculation logic during system decommissioning, eliminating \$20M risk exposure.
- Identified and corrected attribution gaps across 164,000+ bundled items (\$10.5M GMV), preventing misallocation of \$1.6M in advertising spend and maintaining accurate product ownership reporting.
- Evaluated feasibility and business impact of product enhancements for the US market, influencing prioritization of high-value features and ensuring development scalability.

Business Analyst | Amazon | Chennai **Dec2022 – Apr2024**

- Built a global catalog-completeness pipeline covering 1,000 product types worldwide, saving 200 business hours quarterly.
- Owned data preparation for customer experience estimates, enabling Worldwide Defect Elimination teams to prioritize high-impact defects, improving correctness percentage.
- Automated weekly reporting via Python & QuickSight, driving consistent data completeness improvements.
- Designed standardized SQL frameworks to measure catalog data quality, creating a single source of truth for the Size & Fit program that improved data accuracy, reduced size-related returns, and strengthened customer trust.

Senior Analyst, Product Management | TransUnion | Chennai **Jan2021 – Dec2022**

- Built a “lender share by state” dashboard that provided C-suite with granular portfolio visibility, enabling sharper market allocation decisions and optimizing auto-credit strategy across high-growth regions.
- Derived data-driven insights on the automobile credit industry using R, Tableau, and custom tools, enabling targeted product positioning and lender strategies that improved partner engagement and increased portfolio growth in key segments.
- Conducted competitor benchmarking to identify market gaps, informing product enhancements that strengthened TransUnion’s positioning, contributed to expansion into new segments, and supported revenue growth in targeted markets.

Associate Analyst | AstraZeneca | Chennai **Jul2017 – Jan2021**

- Owned business requirements for SAP Finance Transformation Program, governing \$100M+ annual royalty agreements to ensure compliance, reduce revenue leakage, and improve financial accuracy for strategic decision-making.
- Validated 14 PL/SQL packages to ensure drug-dictionary accuracy, mitigating regulatory risk and enabling compliant medical planning, reducing data discrepancies and preventing potential compliance penalties.
- Led validation and implementation of GDPR standard operating procedures across all environments, ensuring end-to-end compliance, audit readiness, and consistent data governance through lifecycle testing and formal documentation.

Education

MBA (PGPX) – Indian Institute of Management, Ahmedabad | Dubai **2025 – 2026**

- Live Project: ‘Omnichannel Expansion Strategy’, LuLu Group, UAE

B Tech (Computer Science and Engineering) – Amrita Vishwa Vidyapeetham | Coimbatore, India **2013 – 2017**

Accomplishments

- Won first place in Amazon RBS Innovista 2023 hackathon with a working demo of ASIN-searchability solution.
- Won the Monthly ‘Catalyze’ award at AstraZeneca for effective stakeholder management & project progress.
- Won the ‘McDonald’s Hackathon’, demonstrating data science skills for a business case study (Jul 2020).

Certifications

Post Graduate Program in Data Science & Business Analytics – University of Texas McCombs **Jul 2021**

Entry Certificate in Business Analysis (ECBA) – IIBA **Sep 2020**

Extra-Curriculars

- Volunteer, Resources & Planning Committee – Anokha Tech Fest, Amrita University