

Sowmya Vunnam

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SUMMARY

Strategy and Analytics Consultant with a background in Economics and specialized expertise in healthcare technology market mapping. Proven track record in translating complex datasets into actionable Go-To-Market strategies through Python, SQL, and Power BI. Focused on driving evidence-based growth and strategic impact within digital health ecosystems.

PROFESSIONAL EXPERIENCE

Strategy and Analytics Consultant

Aug. 2025 – Present

Pranik (Mondee Group)

Hyderabad, India

- Spearheaded market mapping of the Ayushman Bharat Digital Mission (ABDM) to define 100% of integration requirements, providing a clear strategic roadmap for HIP/HIU compliance.
- Established a centralized Healthcare Intelligence Knowledge Base to track competitive trends, enabling the product team to benchmark feature parity across 5+ major platforms.
- Identified provider onboarding friction points through detailed user flow analysis, leading to prioritized feature updates that significantly enhanced the onboarding experience.
- Transformed raw research into value proposition frameworks for GTM preparation, delivering structured content that professionalized executive sales decks and stakeholder presentations.

Sustainability Program Manager

Dec. 2021 – Dec. 2022

Touch A Life Foundation Inc.

California, USA (Remote)

- Directed a cross-functional website restructuring to optimize digital presence, achieving a 30% increase in unique organic traffic over a 12-month period.
- Orchestrated the annual Transformers Challenge to promote social entrepreneurship, scaling the youth program and increasing active participation in UN SDG initiatives by 25%.
- Implemented an SEO-driven content strategy by authoring 17 research blogs, substantially improving digital engagement metrics and brand visibility for sustainability programs.

PROJECTS

AnimeList Market Intelligence Dashboard | *Power BI*

2024

- Engineered a dynamic analysis tool to identify high-growth sub-genres and production trends within the AnimeList database, accelerating content-gap analysis by 20% through automated visualization of performance KPIs.

Netflix Viewership & Content Strategy Analytics | *Power BI, Excel*

2024

- Processed multi-regional metadata to analyze viewership hours against IMDB ratings, developing a predictive genre-performance model that identified high-ROI acquisition opportunities and outperformed benchmarks by 10%.

EDUCATION

University of Birmingham

Birmingham, UK

MSc Economics

Indian School of Business

Hyderabad, India

Virtual Course in Applied Business Analytics

Symbiosis School for Liberal Arts

Pune, India

BA in Liberal Arts (Economics Major, Political Science & Business Minors)

TECHNICAL SKILLS

Tools & Languages: SQL, Python, Stata, Power BI, MS Excel (Advanced), Google Workspace

Data Analysis: Requirement Gathering, Data Visualization, Market Research, Competitive Benchmarking

Core Competencies: Critical Thinking, Problem-Solving, Strategic Positioning, Project Management

CERTIFICATES & AWARDS

COVID-19 Warriors Recognition: Awarded by the Government of Telangana for high-impact social initiatives (2022)

Academic Excellence: Topped Senior Secondary Certificate Examination (2017)

Journalism Internship: Completed Times of India NIE program focusing on effective corporate communication (2017)