AISHWARYA AJAYKUMAR

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PROFILE

Results-oriented professional with a proven track record of effectively solving complex challenges, maintaining impeccable organization and exhibiting a strong work ethic. Adept at managing cross-geographical clients while consistently delivering exceptional results. An experienced manager thriving on tackling new challenges and leveraging analytical skills to drive success.

- **Languages**: Python, SQL, R
- **Technologies**: PySpark, Pandas, Numpy, Scikit-learn, Azure (Data Lake, Blob, Databricks, Data Factory, IoT Edge-IoT Hub), Docker, Excel, Monte Carlo simulations
- **Visualization**: Power BI

EDUCATION

Purdue University, Daniels School of Business   **West Lafayette, IN**
Master of Science in Business Analytics and Information Management   **August 2024**
- Datacamp challenge award winner (Certified Data Analyst with Python)

SRM Institute of Science and Technology   **Chennai, India**
Bachelor of Technology, Electrical and Electronics Engineering   **July 2019**
- Top 10% of a class of 120 | First Class with Distinction

PROFESSIONAL EXPERIENCE

Mu Sigma Inc. | Client: Fortune 100 CPG, Confectionary & Petfood manufacturer   **Bangalore, India**
Project Manager   **March 2022 – July 2023**
- Led team of 15 analysts/data engineers/data scientists/UI designers, drove client engagement with Strategic Revenue Management team and spearheaded solution design, developing 4 major markets in Europe
- Facilitated monitoring of performance of existing promotions based on real-time analytics, determining the effect of past promotions and predicting impact of proposed campaigns (**Mixed market modeling**)
- Implemented 4-model (**ARIMA, ARIMAX, Holt-Winters, Prophet**) framework replacing a heuristic process, improving **forecast efficiency by 70%** and **cutting down of labor hours dedicated to forecasting by ~90%**

Lead Decision Scientist   **January 2021 – February 2022**
- Executed minimization of wastage in production process for a leading pet food manufacturer by recommending ideal inputs to the plant using historical production patterns and a **tailor-made optimization algorithm**. Impact generated was calculated to a savings of 5000 Euros/Week for 200 tonnes of product, **increasing weekly savings by 60%**
- Devised an innovative monetization strategy generating **additional revenue streams** from connected logistics systems worth **$150K**
- Performed data engineering architecture conceptualization building a scalable framework to normalize factory data schema. An advanced data engine serving as a write-once, run-anywhere solution was deployed as **docker containers**. The adaptation of a global standardized model resulted in **7% reduction in storage costs**

Decision Scientist   **October 2019 – December 2020**
- Coordinated deviation management analysis for packaging lines and interviewed multiple factory stakeholders identifying primary pain points in day-to-day activities for different personas
- Built a root cause analysis framework post **EDA**, determining problem areas causing packaging line disruptions leading to micro-stops. By providing operational recommendations for a selected line, number of **incidents were diminished by 55%**

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Club President at Societal (Environment and social welfare club at SRM IST). Partnered with crisis management team – Chennai Rain Relief and helped in distribution of ~1,000 relief kits to residents of slums in Chennai as part of relief and rescue operations
- Recipient of an **Impact Award** for leading a team to build a central repository of training material for onboarding new decision scientists across Mu Sigma. Honoured with performer of the project **SPOT award** thrice during tenure at Mu Sigma