

# ATHULYA SURENDRAN KRISHNALEELA

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## EDUCATION

**University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI**

**2022 – 2023**

*Master of Science in Business Analytics Candidate (STEM OPT)*

- GPA: 3.84/4
- Key Coursework: Machine Learning, Prescriptive Modelling, Causal Methods, Cloud Technology, Applied Temporal Data Analytics, Data Visualization, Data Technology, IT in Supply Chains, Product Management, Project Management
- **Evaluation and Needs Analyst:** [CTL, Wisconsin](#); Initiated and conducted quantitative surveys & qualitative structured interviews to solicit insights from UW-Madison faculty & instructors. Established impactful curricula based on outcomes.

**National Institute of Technology, Calicut**

**2015 – 2019**

*Bachelor of Technology in Electrical and Electronics Engineering (GPA:7.21/10)*

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## PROFESSIONAL EXPERIENCE

**Consulting Practicum, Wisconsin School of Business, Madison, WI**

**02/23 – Present**

*Data Scientist, Generac*

- Integrating MISO data into Power Insights platform geospatial visualization tool to track demand and supply of electricity and identify energy prices at different times at different locations to optimize DERs.
- Developing capacity management model including breakeven analysis comparing pricing for peak and non-peak times while also designing demand response system leveraging real-time data for optimized power distribution to increase cost-effectiveness and improve decision-making in energy management.

**ZS Associates, Bengaluru**

**05/20 – 07/22**

*Decision Analytics Associate – Market Research in Customer Insights Pod*

- Led workshop development with client marketing teams to improve sales force effectiveness and market share for \$902M HCV drug leading to brand perception improvement of 25%.
- Designed behavioral science A/B testing research to identify subconscious biases and barriers leading to COVID vaccine hesitancy among 7000 individuals across seven countries; created tactics and quantified an expected hesitant consumer proportion to receive vaccine resulting in leadership recognition and purchase by six Fortune 500 pharmaceuticals.
- Created patient journeys across five countries for futuristic therapy in rare disease area to inform therapy commercialization efforts; improved patient experience by 1.5x by understanding pain points, decision drivers and barriers in treatment phase.
- Conducted advanced statistical analysis using R-Studio, Excel, and ZS proprietary tools; undertook integration of consumer behavior research with message testing analysis to determine impactful messaging among target population and reduce client promotion cost by 50%.
- Facilitated learning sessions for twelve newcomers for Excel and ZS internal tools; mentored four new associates in pod.

**M.H.Alsaya.Co., Bengaluru**

**07/19 – 04/20**

*Applications System Coordinator – IT Operations*

- Implemented and managed SQL database to support retail products in 2500+ stores spread across 15 countries, resulting in streamlined and efficient data infrastructure.
- Collaborated with eight internal teams to monitor, optimize, and configure operational flow for in-built store application 'Ares' using SQL leading to enhanced decision-making processes and 20% reduction in operational errors.
- Led project plan development, outlining steps for developing customer-specific Ares functional flow; consulted with users to gather information about operational requirements such as needs, objectives, and features, resulting in successful project delivery and 15% improvement in customer satisfaction

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## PROJECTS

**Advanced Regression Technique (Python):** Ranked 1806 out of 4000 in Kaggle data science competition analyzing decline in home sales. Developed predictive models using 4 ML techniques (linear regression, lasso regression, random forest, and gradient boosting) in Python, comparing RMS to identify best model.

**Supply Chain Optimization (Excel, Python):** Developed Excel and Python-based optimization solution to minimize total costs, including manufacturing, shipping, and operating expenses, while meeting demand and warehouse constraints.

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## TECHNICAL SKILLS

**Tools:** Python (pandas, NumPy), R, SQL, Advanced Excel (VLOOKUP, Index match, Pivot etc.), Tableau, DBT, Google BigQuery, Amazon S3, Amazon EMR, AWS Sagemaker, Amazon Redshift, Fivetran, Snowflake, SAS, SAP, Looker Studio, DataRobot, PowerBI, PowerQuery, Spark, Databricks, NLP, Alteryx, Apache tools, Jira, GPT-3, APIs, Hadoop

**Statistical Methods:** Hypothesis Testing, Probability, Sample Size Estimation, Markov Chains, Monte Carlo, Optimization, General Additive Methods, Decision Trees, Clustering, Time-Series Analysis, Neural Network, Deep Learning, PCA, Data Mining, Agile and Scrum planning