ATHULYA SURENDRAN KRISHNALEELA

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SKILLS

Programming: SQL, NoSQL, Python, R; **Libraries:** Pandas, NumPy, Scikit-learn, Statsmodels, Keras, NLTK, Seaborn, Matplotlib, Pyomo, Plotly, PyTorch, TensorFlow;

Tools: Microsoft office, Advanced Excel, Tableau, PowerBI, Git (version control), Azure Databricks, AWS (EC2, Glue, S3, EMR, Sagemaker, Redshift, Quick Sight, Athena), GCP (Looker, BigQuery), DBT, Fivetran, Snowflake, SAS, SAP, Jira, API

Key Coursework: Machine Learning, Prescriptive Modelling, Causal Methods, Cloud Computing, Time series Analysis, Data Visualization, Data Technology, IT in Supply Chains, Product Management, Project Management

Data Science & Machine Learning: Linear, Lasso, Logistic, Random Forest, Bagging, Boosting, KNN, K-means, Decision Tree, NLP, Shell Scripting

Time Series Forecasting: Naïve, ETS, Naïve with rolling forward, Linear regression combined with ARIMA

PROFESSIONAL EXPERIENCE

Generac Power Systems, Madison, WI, US 01/23 – 05/23

Data Scientist, Internship [SQL, Azure Databricks, Python, Tableau]

- Built a data pipeline by web scraping publicly available data into Azure Databricks platform
- Incorporated additional features into POWERInsights, a geospatial visualization tool to track MISO, energy and fuel prices by location to provide real-time insights to utility services (Alliant Energy).
- Developed a break-even optimization model to improve decision-making in energy management and offered cost-effective solutions to customers and utility services during periods of peak energy consumption.

ZS Associates, Bengaluru 05/20 – 07/22

Senior Data Scientist, Decision Analytics in Market Research Consulting [R, Excel]

- Led A/B testing research on COVID vaccine hesitancy among 7000 individuals, using t-test to identify biases; created data-driven tactics and quantified an expected hesitant consumer proportion with logistic regression; recognized by leadership and secured contracts with six Fortune 500 pharmaceuticals.
- Integrated behavioral science with message testing analysis and customer segmentation to determine impactful messaging reducing client promotion cost by 50%.
- Designed patient journeys across 5 countries in rare disease therapy utilizing K-means clustering and hypothesis testing; improved patient experience by 1.5x by understanding pain points, decision drivers and treatment phase barriers
- Organized workshop development with marketing teams of stakeholders to improve sales force effectiveness and market share for $902M HCV drug leading to 25% improvement in brand perception
- Conducted advanced statistical analysis using R, Excel, and proprietary tools; 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

Data Scientist, IT Retail Operations [SQL]

- Implemented and managed SQL database to support retail products in 2500+ stores for 70+ brands across 15 countries, troubleshooting supply chain processes and resulting in streamlined and efficient data infrastructure.
- Collaborated with eight internal teams to configure operational flow for in-built store application, leading to enhanced decision-making processes and 20% reduction in operational errors via incident management.
- Monitored enterprise management, back-office tasks, and point of sales such as transactions, e-commerce order handling, and central store management; automated daily reporting, including store footfall data for managers.
- Spearheaded project plan development for customer-specific functional flow by consulting with users to gather operational requirements resulting in 15% improvement in customer satisfaction

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI, US 2022 – 2023

Master of Science in Business Analytics (GPA: 3.84/4)

- **MIT edX, US:** *Micro Masters in Statistics and Data Science* (GPA: 4/4)

National Institute of Technology, Calicut 2015 – 2019

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

PROJECTS

Bike Demand Forecasting (Python): Ranked 1806 in Kaggle's bike demand forecasting competition. Identified best machine learning models using RMSE

Supply Chain Optimization (Advanced Excel, Python): Optimized to minimize total costs while ensuring fulfillment of demand and adherence to warehouse capacity constraints.