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 (GPA: 3.84/4)
- Key Coursework: Machine Learning, Prescriptive Modelling, Causal Methods, Cloud Technology, Temporal Data Analytics, Data Visualization, Data Technology, IT in Supply Chains, Product Management, Project Management
- **Data Analyst:** CTLM, Wisconsin; Initiated and conducted quantitative surveys in Qualtrics & 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)

PROFESSIONAL EXPERIENCE

Generac Power Systems, Madison, WI   01/23 – Present
Data Scientist, Internship [SQL, Azure Databricks, Python]
- Building a data pipeline by web scraping publicly available data into Azure Databricks platform
- Developing additional features into POWERInsights, a geospatial visualization tool to track energy and fuel prices by location to optimize DERs and provides real-time insights to Utility Services (Alliant Energy).
- Designing a break-even optimization model to improve decision-making in energy management and offers 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 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
Data Scientist, IT Retail Operations [Oracle SQL]
- 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

PROJECTS

Machine Learning House Price Prediction (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 (Root mean square) to identify best model.

Supply Chain Optimization (Advanced Excel, Python): Created a comprehensive optimization solution utilizing Excel Solver and Libraries like Python Pyomo to minimize total costs, inclusive of manufacturing, shipping, and operating expenses, while ensuring fulfillment of demand and adherence to warehouse constraints.

Cloud Computing (AWS, GCP, Fivetran, DBT): Built an automated cloud data pipeline that stores data on Amazon S3, automating extracts and loading process using Fivetran, loading the raw data into Google BigQuery, transforming the data in BigQuery using DBT, and build dashboards in Looker Studio using the transformed data. The pipeline enabled seamless data flow from storage to analysis, improving efficiency in working with data.

TECHNICAL SKILLS

Programming: SQL, Python, R; **Libraries:** Pandas, NumPy, Scikit-learn, Statsmodels, Keras, NLTK, Seaborn, Matplotlib, Pyomo; **Tools:** Advanced Excel, Tableau, PowerBI, Looker, Azure Databricks, AWS (S3, EMR, Sagemaker, Redshift), GCP, DBT, Fivetran, Snowflake, SAS, SAP, Jira, Salesforce