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, PySpark;

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, Apache Airflow

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

- Offered cost-effective solutions and improved decision-making in energy management, developing a break-even optimization model (Wholesale energy market, Python)
- Provided real-time insights, incorporating additional features into POWERInsights, a geospatial visualization tool to track energy prices by location (Dashboard, API)
- Built a data pipeline by web scraping publicly available data into AWS platform (SQL, ETL/ELT)

ZS Associates, Bengaluru 05/20 – 07/22
Senior Data Scientist, Decision Analytics in Market Research Consulting

- Led COVID vaccine hesitancy market research among 7000 individuals, quantified an expected hesitant consumer proportion using logistic regression and data-driven strategies (Behavioral science, A/B testing, t-test)
- Published vaccine research findings in prestigious white papers and presented key insights to clients and leadership, securing contracts with six Fortune 100 pharmaceuticals
- Optimized marketing campaigns and reduced client promotion cost by 50%, integrating customer segmentation with message testing analysis to determine impactful messaging for HCPs (KPIs, Multivariate analysis)
- Enhanced patient experience globally by 1.5x in rare disease therapy by understanding pain points, decision drivers, KPIs and treatment phase barriers (K-means clustering, hypothesis testing)
- Achieved a 25% improvement in brand perception for $902M HCV drug by organizing workshops with marketing teams to improve sales force effectiveness (Qualitative, Tableau)
- Facilitated learning sessions for twelve newcomers for Advanced excel and R; Mentored four new associates in pod.

M.H.Alsaya.Co., Bengaluru 07/19 – 04/20
Data Scientist, IT Retail Operations

- Implemented and managed SQL database to support retail products in 2500+ stores in 15 countries, troubleshooting supply chain processes and resulting in streamlined data infrastructure (Big Data, ETL, PySpark, Airflow)
- Reduced 20% in operational errors and enhanced decision-making process, collaborating with eight internal teams to configure operational flow for in-built store application (Jira, Incident management)
- Improved customer satisfaction by 15%, spearheading project plan development for in-built store application by consulting with end users (SDLC, Product Management)
- Automated daily reporting, including store footfall data for managers; monitored enterprise management, central store management, point of sales, transactions, e-commerce order handling (Apache Kafka, Tableau)

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI, US 2022 – 2023
Master of Science in Business Analytics (GPA: 3.84/4)

- **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

MIT x, 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.