

# LAKSHMINARAYANA MUDRADI

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## PROFILE SUMMARY

- Results-driven Business Analyst who remains poised, with strong Analytical and Problem Solving skills to identify business problems, find patterns in data, and provide actionable insights to ameliorate businesses
- Core Competencies:** Requirements gathering, Critical thinking, Business analytics, Statistical analysis, Hypothesis testing, Written/Oral communication, Machine learning, A/B testing, and Project management
- Skills:** R, Python, SQL, SAS EM, VBA, Power Automate, MS Excel, Tableau, Chartio and Power-BI

## EDUCATION

**Purdue University, Krannert School of Management** **West Lafayette, IN**  
*Master of Science in Business Analytics and Information Management, GPA 3.95/4.00* **December 2021**

**Undisclosed Major Healthcare company** **West Lafayette, IN**  
*Business Technology Consultant, Krenicki Research Lab* **June 2021 – Present**

- Led a team of four students to streamline operations of a Pharma client using Robotic Process Automation
- Automation helped the company reduce the lead time by 32% and has potential savings of \$250,000 annually

**Birla Institute of Technology and Science Pilani** **Goa, India**  
*Degree Granted, Bachelor of Engineering (Hons) in Mechanical Engineering* **May 2016**

## PROFESSIONAL EXPERIENCE

**Saras Analytics Inc.** **Hyderabad, India**  
*Senior Business Analyst Intern* **June 2020 – July 2020**

- Collaborated with Executive team from an e-commerce client and built the Business Intelligence infrastructure from scratch in Chartio used to make strategic decisions related to pricing, product, and customer strategies

**Merilytics Inc.** **Hyderabad, India**  
*Analytics Manager* **August 2017 – April 2020**

- Devised a probabilistic model in R and Excel for a US Debt Solutions client to prioritize customers based on propensity to settle debt accounts and saw a 14% increase in debt settlements and 12% increase in commissions
- Implemented an Optimized Class Scheduling model for a renowned US Fitness chain based on class type, utilization % and share of new customers resulted in customer engagement by 7% and dollar sales by 4%
- Executed a demand forecasting model using ARIMA for an Entertainment store to manage available inventory and satisfy same-day and scheduled demand for ~10,000 SKUs across ~50 locations in the US
- Created Datawarehouse in AWS from multiple data sources and modelled Power BI reports for a restaurant chain to ensure better visibility of daily operations of company and individual restaurants to C-suite executives
- Built a Pricing Tier model for a restaurant client in excel based on demographic factors, customer reviews and other factors to help clients better strategize pricing across restaurants for future menu updates

**Vuclip India Private Limited** **Pune, India**  
*Product Analyst* **September 2016 – May 2017**

- Analysed the customers' preferences and trends, and proposed acquisition strategy for high life-time value customers and increased the overall customer lifetime value by 6.7%
- Implemented A/B testing and achieved an increase of 15 % in Click-through rate and 2% in Conversion rates and achieved \$200,000 increment in annual revenues across 12 products in Middle East and North Africa region

## LEADERSHIP ACTIVITIES, AND HOBBIES

- Designed and led the inception of Merilytics Premier League (MPL), companywide intra sports league to increase employee interaction and bonding, to reduce employee attrition rates in the company **2018**
- Initiated people analytics program at Merilytics to hire and retain the best talent in company **2019**
- Numismatist since age of 13, collected currencies from about 125 nations
- Volunteered and helped in educating under-privileged students in an Indian NGO (Nirmaan) **2013-2020**