

# LOHITA SRINIVASAN

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## SUMMARY

Driven and detail-oriented Graduate student and HR Analyst with 3.5 years of work experience adept at solving business problems through data exploration and storytelling. Identified gaps in recruitment process through data analysis and improved recruitment efficiency by 25% by introducing a competency assessment and thereby improved the quality of hire by 10%.

**Programming and Analytical Skills:** Structured and Unstructured Data Analysis, Modelling - Python, Database Management - SQL, Hypothesis Testing, Time series analysis-R, Web Scraping, Tableau, Power BI, Excel, Minitab, SAS EM, and Jira

**HR Core Skills:** People Analytics, Recruitment, Employee engagement, Employee relations, Performance management, Policy benchmarking, Global HR, Employee Surveys (Glint), Vendor management, Training needs identification and HR Budgeting

**Strengths:** Responsibility, Arranger, Relator, Achiever, Learner (Source: Gallup Strengths Finder)

**Profile:** <https://public.tableau.com/app/profile/lohita2882>, <https://github.com/LohitaSrinivasan>

## EDUCATION

### Purdue University, Krannert School of Management

West Lafayette, IN

Master of Science in Business Analytics and Information Management-STEM designated

June 2022

- Krannert Scholarship Recipient and 2022 SAS Optimization Challenge Competition Winner

### Academic Projects:

- Analysed the impact of COVID-19 pandemic on AirBnB using listing datasets of New York, Austin and Los Angeles
- Built Gradient Boosting customer credit default prediction model employing feature selection and hyperparameter tuning
- Hypothesis Testing and Web scraping - Influence of model-dependent product imagery used in H&M's website on its sales
- Developed probabilistic phishing classification model employing NLP techniques for Crossroads Analytics Datathon'22

### Anna University, Government College of Technology

Coimbatore, India

Bachelor of Technology, Industrial Biotechnology

May 2018

## EXPERIENCE

### Purdue University(Experiential Learning and Assistantships)

West Lafayette, IN

### National Retail and E-Commerce company - Analytics Consultant

January 2022 – Present

- Developed probabilistic classification models to predict customer's purchase behavior based on recency, frequency, price sensitivity and acceptance of substitution to improve customer satisfaction and buying experience

### Mursix Corporation (Delivers custom engineered product solutions and precision components) under The Data Mine

### Teaching Assistant/ Scrum Master

January 2022 – Present

- Leading a team of 15 graduate and undergraduate students to identify process anomalies and improve the delivery efficiency

### Analytics Consultant

November 2021-December 2021

- Performed data extraction from ERP, optimization in mySQL for data coherence to support a Supply chain analytics project

### Krannert School of Management- Graduate Teaching Assistant

January 2022 – Present

- Help develop coursework focused on web harvesting, data manipulation, data analysis and grading the course

### GE Power - HR Analytics Corporate Consultant

August 2021-December 2021

- Built a statistical model (random forest classifier) with 96% accuracy to predict leadership effectiveness, identified opportunities to improve managerial capabilities aiding in leadership strategy development

### Elgi Equipments Ltd (A global air compressor manufacturer)

Coimbatore, India

### HR Analyst

May 2019 – August 2020

- Predicted employee churn, candidate churn and analyzed performance/potential, retention, yield ratio, time and cost per hire, early turnover, quality of hire aspects of Employee datasets
- Performed clustering analysis of sales teams to identify patterns/backgrounds of teams that performed well
- Managed HR operations for 34 employees of Africa and Middle East region across 7 countries in a collaborative and participative management style, saved 1 Mn INR by recruiting 14 mid-senior level positions for through direct sourcing
- Formulated international policy through policy benchmarking of UAE based companies

### Graduate Engineer Trainee – Human Resources

May 2018 – April 2019

- Recruited sales, aftermarket, customer care and product management personnel and students on-campus
- Onboarded 40 trainees and increased entry-level employee performance by 40% via trainings and continuous feedback

### Intern – Marketing Analyst for Special Projects

November 2017 – April 2018

- Analyzed the quantity and quality of cold calls data to find insights on B2B sales data of territories across India
- Developed dynamic manpower guide and HR Reporting Analytics Dashboard for Centre of Excellence

## LEADERSHIP ACTIVITIES AND OTHER ACTIVITIES

- The Literary and Debating Society, GCT - Vice President May 2017 – April 2018
- TEDxGCT'2017 - Licensee May 2016 – December 2017
- Make a Difference - Shelter Operations Fellow and Academic Support Mentor July 2016 – May 2018