MADHULIKA CHILLA

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PROFILE

- Business analyst aspirant motivated to create a data-driven decision-making environment in Businesses.
- **Skills:** Python, MySQL, R, C, HTML, JAVA.
- **Core Competencies:** MS Office Suite, Tableau, Power BI, SAS EM, Excel (VBA, Pivot Tables, VLOOKUP), ETL, TensorFlow, CNN, Regression Models, Decision Trees, Gradient boosting, Hypothesis testing, Regression Analysis, A/B Testing, Time series analysis, ARIMA.

EDUCATION

Purdue University, Krannert School of Management	**West Lafayette, IN**
Master of Science in Business Analytics and Information Management	**June '22 - May '23**

- **Coursework**: Data Mining, Data visualization, Marketing Analytics, Product Development, Unstructured Data Analysis, IT Project Management, Data Base Design
- **Certifications:** AWS certified cloud practitioner, Certified Tableau Desktop Specialist

SRKR Engineering College	**Bhimavaram, India**
Bachelor of Technology in Information Technology, GPA 3.4/4.0	**September' 20**

PROFESSIONAL EXPERIENCE

Graduate Supply Chain Analytics Consultant	**January '23 – Present**

- Building a sustainability and n-tier visibility simulator predictive model that can objectively estimate costs of potential supply chain risks by looking at indicators like TTS (Time To Survive), TTR (Time to Recover) and provide insights into the scope3 emissions likely produced along the supply chain, which can be used to guide the selection of supplier based on the company's mission using NLP (Natural Language Processing), Snowflake, Python.

Tata Consultancy Services	**Hyderabad, India**
Data Analyst	**January' 21 – May '22**

- Created data warehouse solution to load customer data through ETL pipeline in Informatica and optimized SQL scripts to cut-down data retrieval time, leading to an effort saving of ~14-man hours per week.
- Provided extensive root cause analysis on production issues and resolved 300+ defects, by analyzing logs using automated SQL queries, expedited the issue resolution turnaround time of the team by ~20%.
- Worked on data wrangling, data cleaning, manipulation and conducted exploratory data analysis on real-time customer transactional data using Python libraries to derive insights on data issues and ensured data integrity across LATAM accounts.
- Collaborated with onshore clients to understand business requirements with regards to data and designed relevant dashboards in Tableau to report key KPIs like IVR response time, customer satisfaction scores leading to 1M USD cost savings.
- Developed agile user stories and monitored issues in JIRA to report incident progress and resolved data discrepancies that led to optimization of workflow with 100% on-time releases.
- Managed Go-Live deployments and supported end-users with application validation and imparted hands-on training to 2 new associates for 2 months on database modelling, data loading, dashboarding, querying and client communication.

ACADEMIC PROJECTS

NLP Classification on Craigslist

- Performed web data scrapping on sales category in Craigslist for 420 localities in USA using Beautiful Soup and handled mis- categorization of ads from catchall sections using NLP techniques.
- Handled imbalanced data by performing SMOTE technique to achieve accurate outcomes and attained an ROC of 0.95 from linear SVC model reducing the manual work of tagging the ads and improved the user experience.

Kaggle Challenge: Bankruptcy Prediction

- Performed feature engineering on current financial information with 64 predictors to foresee if a firm will file for a bankruptcy.
- Attained an ROC of 0.97 using ensemble model trained with neural networks, gradient boosting, and HP neural in SAS Enterprise Minor.

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Editorial Staff member at ORMS Tomorrow (Informs Student Magazine)
- Awarded as Best Performer for 2021 Q1 at Tata Consultancy Services