Neeladri Mohapatra

Data Enthusiast & Supply Chain leader

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Accomplished and experienced supply chain leader with expertise in data management integrations, strategic planning, and organizational leadership. Skilled in business analytics with detailed knowledge and understanding of business intelligence functions, including analytics, data mining, reporting, report conversion, data cleansing, data modeling and relational databases.

Qualifications Summary

- Skilled in developing data pipelines, regression, classification, conversion probability, clustering, time series forecast and also running large-scale statistical A/B testing to evaluate the performance of machine learning and statistical.
- Adept in building advanced feature extraction algorithms experienced with machine learning/statistical techniques.
- Skilled in implementing causal inference to quantify the impact of a known event using Structural Time-Series model that estimates the effect of a 'designed' intervention on a target time-series.
- Adept in summarizing, reporting, and providing polished presentations of findings from Supply chain / Financial data to various internal stakeholders as well as collaborate cross-functionally to achieve the company goals and objectives

Career Experience

HumanId Sep 2021-Present
Business Intelligence Intern

- Aggregated disparate datasets, incl. attributes from Google Analytics to draw conclusions and deliver actionable insights.
- Created complex Excel, Google (QUERY) sheet and Data Studio BI reports using advanced formulas and tools including Index, Match, vlookups, pivot tables, QUERY, ARRAYFORMULA () and slicers for data drill-downs.
- Created data pipeline to accurately predict the missing loyalty score for customers using key customer metrics and deploying 3 regression models (Linear Regression, Decision Tree, Random Forest).
- Deployed Recursive Feature Elimination with Cross Validation (feature selection) and comprehensive model assessment and validation measures including Adjusted R-Squared, R-Squared (with K-Fold Cross Validation) to avoid overfitting and selecting the model with highest accuracy score (Python NumPy, pandas, scikit-learn, matplotlib).
- Deployed a comprehensive customer evaluation model ensemble encompassing Customer Lifetime Value Prediction, Predicting Next Purchase and Predicting Sales by deploying RFM clustering, XGBoost (Hyperparameter Tuned) model.
- Performed A/B testing to test new features of website (to understand Customers' ease to use our open source features).

Rockwell Automation Jun 2020-Aug 2020
Global Supply Chain Intern – Business Intelligence Delivery

- Integrated predictive modeling and ML algorithm to predict "commodity code" of materials with unclassified codes to improve material receipt process of inbound warehouse, by attaining 36% reduction in components' misclassification.
- Created data pipeline to deploy MULTI-CLASS classification models (Multinomial Logistic Regression, K-Nearest Neighbors Classifier and XGBoost) with grid search hyperparameter tuning in order to make accuracy score comparisons.
- Integrated data preprocessing (missing data treatment, class stratification), one hot encoding, feature engineering and feature importance plots into the data pipeline to improve the prediction model's accuracy to 95.
- Deployed comprehensive model assessment and validation measures including confusion matrix, accuracy score, precision score, recall score and F1 score to make the appropriate final model choice (Python NumPy, pandas, scikit-learn).
- Utilized database to help develop a power BI application that provided an interactive data model to identify vendors/regions with the highest missing dim. /wts. (Pareto Analysis), to reduce transportation costs by 1.5% ($67,000/quarter savings).

DigitalShopper Sep 2019-Dec 2019
e-Commerce Supply Chain Intern

- Performed unsupervised learning approach, k-mean clustering (post "Within Cluster Sum of Squares (WCSS)" treatment) to help segment up customers based upon their engagement with each of the major electronic goods categories.
- Performed A/B testing (Chi-Square Test for Independence) to test different versions of mailers (cheap vs expensive) and find if there's a significant difference between signup rates.
- Used R to implemented forecasting and time series models (SARIMA / SARIMAX / TBATS models) to create an ensemble model (factoring in Trends /seasonality) to improve model accuracy by 15% (reducing MAPE / MAE errors) and thus cut inventory requirements by 6%.
- Created SVM classification model with hyperparameters tuning (kernels to fit non-linear decision boundaries) to predict if a customer will subscribe into the paper rolls restock / cartridge-ink refill and annual maintenance contracts program post direct marketing campaigns (phone calls).

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Grofers India Pvt Ltd. Aug 2015-Oct 2016
Dy. Area Manager – Retail and Logistics Operations, India

- Wrote efficient custom SQL queries to mine and apply statistical analysis to large, complex multidimensional datasets and extract useful business insights by understanding reporting needs, underlying source data, and associated business rules.
- Collected data on supply chain operations, measured performance through metrics (stock at DC, OTD, OTIF, inventory turns), collaborated with sourcing teams to improve order shipping performance, lead- times and thus improved overall customer experience (33% reduction in customer complaints of missing products by proactively solving supply constraints).
- Analyze data to identify areas of supply chain operations to improve efficiency, performed root cause analysis to determine corrective action for optimizing processes and reducing costs at DC by reducing obsolete inventory (INR 675,000).
- Applied data mining and statistical analysis (Chi-square tests using Advanced excel to evaluate the distribution (Normal/Poisson) of SKUs across regions/markets to provide insight on customer behavior by region/market/SKU.
- Evaluated the future store orders in order to maintain inventory levels by applying statistical forecast techniques (performed linear regression on data having trend/seasonality in spreadsheet, calculated mean/MAE errors).

Academic projects

Image Recognition Systems using Computer vision, CNN, ANN (using Keras) 2020-2021

- Created an image search engine in order to reduce the cases of online retail customers unable to find the desired products (particularly in huge clothing line ups) from the company's website using deep learning and convolution neural networks.
- Created a deep learning and "fruits" classification algorithm designed to be implemented in a robotic sorting arm (hypothetically to pick up and move products off a platform) – use case for huge retail chains; that is the product is identified by the camera on top of the robotic arm and thus the robotic arm helps speeding up sorting, thus reducing cost.

Education

Master of Science in Business Analytics
The University of Texas at Dallas (CGPA – 3.66)

Master of Science in Supply Chain Management
The University of Texas at Dallas (CGPA – 3.66)

Licenses & Certifications

- Advanced EXCEL (INDEX / MATCH, VLOOKUP / HLOOKUP and Power pivot / power query)
- SQL, MySQL Server, PostgreSQL, MS SQL Server, Power BI
- Python / R Programming Certification (least squares regression, logistic regression, sampling methodologies, time series, cluster analysis, categorical data analysis, decision trees, multivariate methodologies, PCA and linear programming techniques for (Un)Structured Datasets); classical predictive techniques such as logistic regression, decision trees, nonlinear regressions, ANN/CNN, boosted trees, SVM, TensorFlow
- Python packages (NumPy, SciPy, scikit-learn, PyTorch, TensorFlow, Keras, matplotlib)

Additional Information

- *Eligible to work in the U.S. for internships and full-time employment for up to 36 months without sponsorship. Received EAD with start date of July 7th, 2021*