

# SANJAY KODUVALLI

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<b>EXPERIENCE</b>	<b>MACYS</b>	<b>New York, NY</b>
<b>2018-Present</b>	<b>Manager, Analytics Consulting</b> <ul style="list-style-type: none"><li>• Tested various inventory strategies by building simulator using SimPy Python package, leading to creation of a new inventory strategy for Macy's estimated to generate a 10% sales lift over current strategy</li><li>• Piloted inventory strategy by writing algorithm with SQL and Python that estimates sales for each product Macy's sells and recommends sending units to stores to avoid stock outs and maximize the probability of selling each unit, resulting in margin increase of 10% for over 40,000 units of product and profit of over 150,000 dollars in 8 weeks</li><li>• Built full scale version of algorithm with one other data scientist that transfers approximately 10,000 units of product to stores per day, yielding average sales increase of 10%</li><li>• Designed and published Tableau dashboards providing Macy's merchants with data about their product inventory levels, flow to stores, and predicted sales, allowing merchants to make smart real time decisions regarding purchasing product and allocating units to stores</li></ul>	
<b>2017</b>	<b>IBM CORPORATION</b> <b>Marketing Consultant Intern</b> <ul style="list-style-type: none"><li>• Streamlined IBM's translation process to 23 languages in order to capitalize on markets with the highest opportunity for IBM, resulting in an estimated 57 thousand additional engaged visits of webpages valued at over 11 million dollars</li><li>• Synthesized language expert interviews with regression analysis of language factors to provide IBM marketing executives with three markets to begin website translation and 15 languages to stop translation</li><li>• Developed a regression model using Excel and SPSS to locate variables that explain engaged visits with IBM content in a specific language, identifying key markets where translation was not adding value to IBM's web presence</li></ul>	<b>New York, NY</b>
<b>2016</b>	<b>INTEL CORPORATION</b> <b>North American Marketing Intern</b> <ul style="list-style-type: none"><li>• Analyzed return on investment for marketing efforts with partner companies to effectively allocate over 6 million dollars in current partner marketing ventures, resulting in generation of over 360 million dollars in partner revenue</li><li>• Developed and implemented metrics tracking system for marketing collateral, creating clear executive overview of joint marketing ventures for 8 major partners</li><li>• Evaluated company culture to develop strategy to improve employee happiness and job satisfaction across company; presented out findings to vice president of vertical product segments and rest of marketing team</li></ul>	<b>Hillsboro, OR</b>
<b>EDUCATION</b>	<b>UNIVERSITY OF MICHIGAN</b> <b>Stephen M. Ross School of Business</b> Bachelor of Business Administration, April 2018 <ul style="list-style-type: none"><li>• Founder of Para Consulting, University of Michigan's brand management consulting club</li><li>• \$5,000 grant winner, Innovation in Action Education Start Up Competition</li><li>• 1st place out of 27 teams, Target Brand Management Case Competition</li><li>• 2017 Carson Scholar- Ross Scholar for Public Policy</li><li>• Resident Adviser for International Impact Residence Hall</li><li>• GPA: 3.49/ 4.00</li></ul> <b>College of Literature, Science, and the Arts</b> April 2018 <ul style="list-style-type: none"><li>• Computer Science Minor; GPA: 3.55/ 4.00</li><li>• 2015-2016 Peer Mentor for undergraduate students in Michigan Research Community</li><li>• Notable Coursework: Data Structures and Algorithms (EECS 281), Web Systems (EECS 485), Matrix Algebra (Math 417), Advanced Analytics for Management Consulting (TO 414), Calculus 3, Discrete Mathematics</li></ul>	<b>Ann Arbor, MI</b>
<b>ADDITIONAL</b>	<ul style="list-style-type: none"><li>• Working proficiency in SQL, Python, Tableau, R, and C++</li><li>• Enthusiastic podcast listener following series such as StartUp, How I Built This, and This American Life</li></ul>	