SANJAY KODUVALLI

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EDUCATION

UNIVERSITY OF MICHIGAN — **Ann Arbor, MI**

Stephen M. Ross School of Business
Bachelor of Business Administration, April 2018

- Founder of Para Consulting, University of Michigan's brand management consulting club
- $5,000 grant winner, Innovation in Action Education Start Up Competition
- 1st place out of 27 teams, Target Brand Management Case Competition
- 2017 Carson Scholar- Ross Scholar for Public Policy
- Resident Adviser for International Impact Residence Hall
- GPA: 3.49/ 4.00

College of Literature, Science, and the Arts
April 2018

- Computer Science Minor; GPA: 3.55/ 4.00
- 2015-2016 Peer Mentor for undergraduate students in Michigan Research Community
- 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

EXPERIENCE

MACYS — **New York, NY**

2018-Present — **Manager, Analytics Consulting**

- 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
- 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
- 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%
- Built a processor in Python that reads excel sheets submitted by Macy's merchants, validates that they have been filled out correctly, and uploads their data into algorithm, allowing algorithm to react dynamically to information regarding products it is flowing

2017 — **IBM CORPORATION** — **New York, NY**

Marketing Consultant Intern

- 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
- 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
- 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

2016 — **INTEL CORPORATION** — **Hillsboro, OR**

North American Marketing Intern

- 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
- Developed and implemented metrics tracking system for marketing collateral, creating clear executive overview of joint marketing ventures for 8 major partners
- 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

ADDITIONAL

- Working proficiency in SQL, Python, Tableau, R, and C++
- Enthusiastic podcast listener following series such as StartUp, How I Built This, and This American Life
- Enjoys tutoring other students in math, computer science, and literature composition