

SRIYA MUSUNURU

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PROFESSIONAL PROFILE

Detail-oriented analytics professional with over 2.5 years of progressive technical and consulting experience in building data-driven solutions for Retail and CPG industries; practical expertise in integrated application development, data modeling, and insights delivery.

Core Competencies: Database Management, Statistical Modeling, Predictive Analysis, Data Visualization, Agile Project Management

Skills: Python, R, MySQL, NoSQL, Tableau, PowerBI, SAS, Microsoft Azure, IBM Cognos Analytics, Advanced MS Excel, Jira, Github

EDUCATION

PURDUE UNIVERSITY - KRANNERT SCHOOL OF MANAGEMENT

Master of Science in Business Analytics and Information Management

West Lafayette, IN

August 2021-June 2022

OSMANIA UNIVERSITY - VASAVI COLLEGE OF ENGINEERING

Bachelor of Engineering, Computer Science and Engineering

Hyderabad, India

August 2015-May 2019

PROFESSIONAL EXPERIENCE

METROPOLITAN SCHOOL DISTRICT OF AN INDIANA TOWNSHIP

West Lafayette, IN

Analytics Consultant – Purdue University

January 2022-Present

- **Causal Analysis:** Researching learning loss due to the pandemic by building a treatment analysis model based on assessment scores and demographic data using Python and SQL; reporting findings to a top Indiana school district board using Tableau

DAUCH CENTER FOR THE MANAGEMENT OF MANUFACTURING ENTERPRISES

West Lafayette, IN

Research Assistant – Purdue University

August 2021-October 2021

- **Risk Analysis and Transition Strategy:** Analyzed Indiana state import data and delivered insights that were used in developing a transition strategy that lowered risk and maximized overall profitability for 15 regional manufacturers

NCR CORPORATION

Hyderabad, India

Software Engineer - Analytics

October 2019-March 2021

- **Product Development and POC Delivery:** Developed the codebase for an advanced loyalty management solution capable of handling 20M transactions a day for Meijer and Bed Bath and Beyond; led the R&D team that successfully delivered a proof-of-concept to design a cloud-based payment engine built upon the legacy system for Circle-K
- **Association Analysis:** Analyzed point-of-sale data, performed market basket analysis, created customized KPIs and Tableau dashboards for a major American retailer for forecasting scales and planning promotions valuing \$50M

AT&T

Hyderabad, India

Technical Analyst - Intern

February 2019-July 2019

- **Predictive Modeling:** Developed a predictive model with 92% accuracy to assign service tickets for the customer support team by analyzing more than 15M records which reduced ticket resolution time by more than 3 hours

ANALYTICS PROJECTS

- **Credit Default Prediction:** Developed an ensemble XGBoost model to analyze historic credit history and assess which demographic information best predicts credit default risk; stood 4th among 50 teams on [Kaggle](#)
- **NLP and Image Classification:** Scraped sporting goods data on Craigslist and classified the data by applying natural language processing algorithms on the text and convolution neural networks on images to improve web user experience
- **Paper Publication:** Published a technical paper, "[Employee Sentiment Analysis Towards Remote Work during COVID-19 Using Twitter Data](#)," in the International Journal of Intelligent Engineering and Systems

CERTIFICATIONS AND ACCOMPLISHMENTS

- Professional Certifications: [IBM Data Analyst Professional Certificate](#), [Advanced Google Analytics](#)
- Completed the Open-Access Data Science & Advanced Analytics Virtual Experience Program by BCG
- Selected to be mentored by Microsoft's executive leadership under their Women in Software Engineering (WISE) program
- Led a 5-member product analytics team to gauge adoption of work boots by Indian farmers, working under the mentorship of the Indian School of Business, Hyderabad
- Published a collection of poems, "x and a half axis", available online on Amazon India and Barnes & Noble