

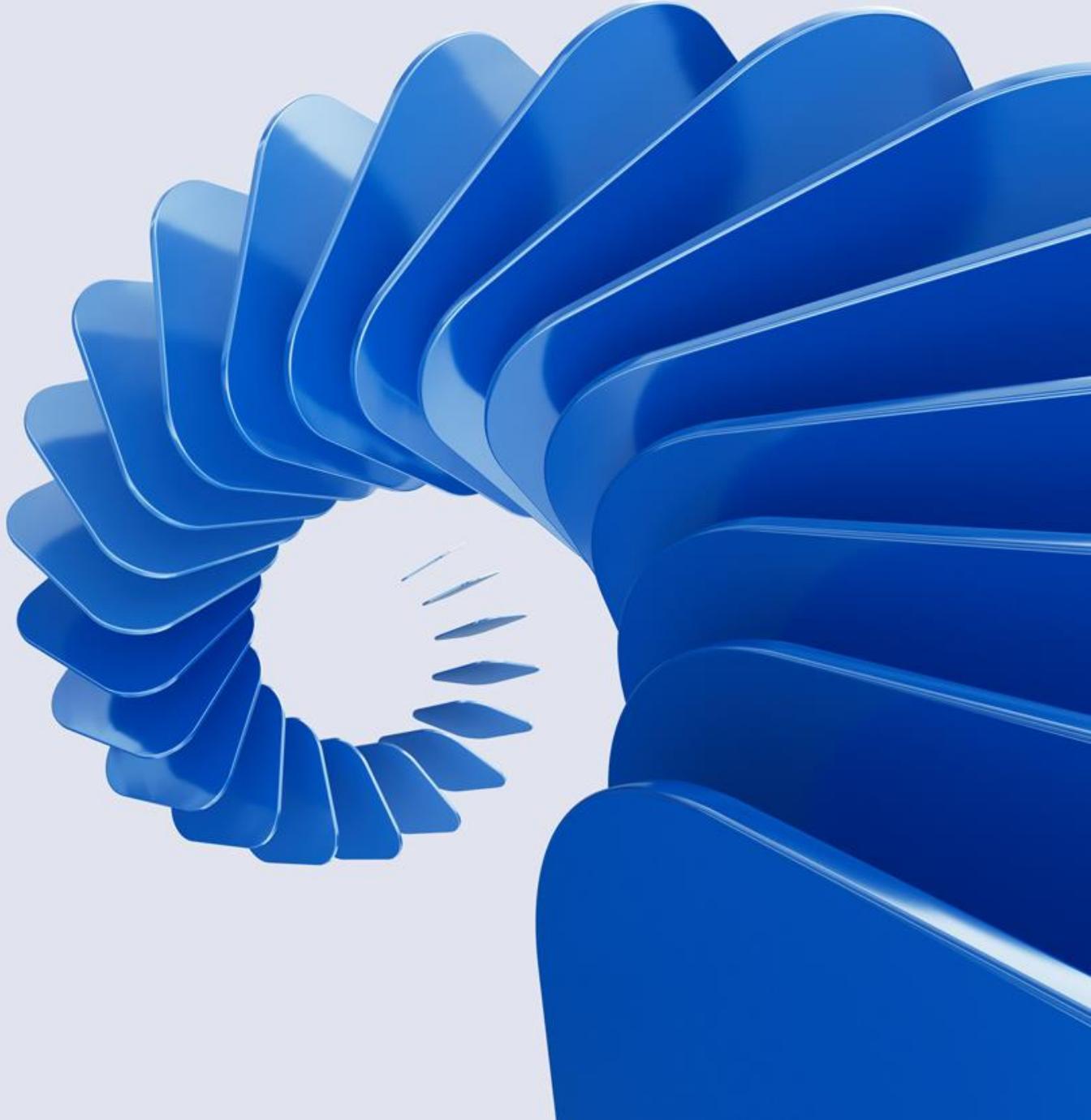


FY2025-2026 Goals & Accomplishments

Delivering Excellence Through Innovation

Presented by Kallu Srujan Reddy
Day / Month / Year

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Exceptional Delivery Across All Four Strategic Pillars

01 Growth

2 CAPEX Projects Delivered

100% On-Time Delivery

50+ Scripts Migrated

02 Innovation

AI Migration Converter Built

62.5% Runtime Improvement

70.3% Efficiency Gain

03 Efficiency

Digital Taxonomy: 5hrs → 8min

Audience Engine: 8hrs → 2.5hrs

Developed skills in Cloud migration

04 People

Guided 4 New FTEs as Buddy mentor

Extensive Mentorship

AI Tools Training like Elsa, audisense chatbot, ai test data generator



Current Position & Strengths

My Technical Foundation

I currently possess extensive expertise in AWS cloud technologies and PySpark, forming a strong foundation for both current and future initiatives. My AWS skillset encompasses EC2, S3, Lambda, CloudFormation, and other core services that enable me to architect robust cloud solutions. With PySpark, I've developed efficient data processing pipelines that handle large-scale datasets while optimizing performance. This technical knowledge enables me to contribute effectively to our team's objectives while continuously expanding my skills in emerging AI technologies.

Balanced Contribution Approach:

- Active involvement balancing innovation (40%) and core business goals (60%)
- Strategic time allocation between key priorities using agile methodologies
- Commitment to delivering high-quality technical solutions with measurable impact
- Regular participation in knowledge-sharing sessions to elevate team capabilities
- Proactive identification of automation opportunities to improve efficiency





AI-Powered Migration: Reducing Weeks to Hours

Developed an innovative AI Migration Converter tool that transforms manual, weeks-long migration processes into automated, minutes-long operations.



Bash Scripts & EMR Traditional

Legacy infrastructure requiring migration

AI Analysis & Auto Generation

Intelligent parsing and context-aware conversion in minutes

Airflow DAG & EMR Serverless

Modern cloud infrastructure ready for deployment

High Accuracy

- Intelligent code parsing
- Context-aware conversion
- Best practices embedded

Wide Adoption

- Used by most members of team
- 60%+ time reduction
- Consistent quality

Business Value

- 50+ scripts migrated
- Weeks of work saved
- Rapid cloud transition





Comprehensive Migration Excellence

Major Migrations Delivered

- **Consumer Sync (Q1):** Cloud migration, 80% UK scale
- **Audience Engine (Q2):** 8hrs to 2.5hrs optimization
- **Digital Taxonomy:** 5hrs to 8min, 9 scripts, UAT deployment
- **HEMS Migration:** Email functionality integration
- **ID Graph:** Complete repository conversion
- **TTD GEO:** Migration completed successfully
- **Data Erasure:** End-to-end optimization

Technologies Mastered

- **Docker & Containerization:** Deep expertise, production deployment
- **Apache Airflow & MWAA:** Advanced DAG development and orchestration
- **EMR Serverless:** Architecture design and performance optimization
- **Terraform:** Infrastructure as Code and AWS automation
- **PySpark & Data Engineering:** Large-scale processing and optimization techniques
- **Business Acumen:** Revenue generation and value creation focus

50+ Total Scripts Migrated



OKR Performance: Exceeding All Targets



Growth: On-Time Delivery

All PBIs delivered on schedule



Growth: Time Reduction

3x beyond 20% target (Audience Engine)



Innovation: Process Improvement

Nearly 4x the 25% target (Digital Taxonomy)



Efficiency: Workflow Optimization

Exceeded 20% reduction through standardization



People: AI Training

AI tool developed and adopted team-wide

Consistently exceeded targets across all four strategic pillars, demonstrating exceptional execution and delivering measurable business value.



Innovation Goals - AI Integration

Agentic AI Vision

The world is rapidly embracing agentic AI, and I intend to position Experian at the forefront of this technological revolution. I envision developing productivity-enhancing AI agents that automate routine tasks, such as calendar prioritization based on SCRUM board status, freeing team members to focus on higher-value activities. These agents would utilize natural language processing, reinforcement learning, and custom algorithms to understand context, make decisions, and execute tasks with minimal human intervention.

Collaborative Innovation Strategy:

- Partnership with Mounika to establish a unified innovation ecosystem under a shared governance model
- Creation of an "Innovation Hub" repository with standardized frameworks and patterns
- Focus on building reusable components with practical applications across departments
- Implementation of regular innovation showcases to demonstrate value and gather feedback
- Drive adoption of successful innovations across multiple teams through dedicated champions
- Transform promising prototypes into production-ready solutions with comprehensive testing
- Establishment of clear success metrics for innovation initiatives, including ROI measurements

Proposed Agentic AI Applications:

- Smart Meeting Assistant: AI agent that schedules meetings based on SCRUM priorities and team availability
- Code Review Agent: Automated first-pass code review to identify common issues before human review
- Documentation Agent: Intelligent system to maintain up-to-date technical documentation
- Data Quality Agent: Continuous monitoring and alerting for data anomalies in our pipelines



Continuous Improvement Plan

Commitment to Technical Excellence

In the rapidly evolving AI landscape, I recognize that staying current requires dedicated daily learning. I will maintain a structured approach to both innovation initiatives and core business goals, ensuring balanced progress across all priorities. My continuous improvement strategy includes dedicating 5 hours weekly to technical learning, participating in relevant communities of practice, and establishing a personal knowledge management system to organize and apply new learnings effectively.

Quarterly Milestones:

- Q1 2026: Complete Match cloud migration and document lessons learned
- Q3 2026: Deploy first production agentic AI assistant with measurable efficiency gains
- Q4 2025: Establish Innovation Hub with at least 3 reusable components
- Q1 2026: Lead cross-functional team implementing next-generation AI solution

Data-Driven Innovation Strategy

Experian's extensive data assets provide a unique competitive advantage for AI applications. Our rich data ecosystem can power transformative AI solutions that deliver substantial business value while maintaining our commitment to data privacy and security.

I aim to:

- Develop production-ready AI solutions that deliver measurable business value with ROI tracking
- Create a comprehensive inventory of our highest-value data assets for AI applications
- Implement a robust MLOps framework to standardize our AI development lifecycle
- Move beyond proof-of-concepts to fully implemented, scalable solutions with proper monitoring
- Establish metrics dashboard to evaluate and communicate the impact of technical innovations
- Partner with business stakeholders to identify high-impact use cases for AI implementation
- Build reusable data processing pipelines that can accelerate future AI initiatives



Success Vision:

By focusing on these areas, I will contribute to Experian's technical advancement while developing the leadership skills necessary for future growth opportunities. My goal is to become recognized as both a technical expert and an emerging leader who can translate complex technical concepts into business value.

