

SUBHASH SHANMUKA PRAKTHESWARA

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EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI 05/2025
Master of Science in Supply Chain Candidate, Supply Chain Management GPA: 4.0/4.0
Coursework: Supply Chain Analytics, Logistics Management, Supply Chain Finance, Strategic Global Sourcing, IT in Supply Chain.

National Institute of Technology, Tiruchirappalli, India 05/2024
Bachelor of Technology, Production Engineering GPA: 8.57/10

PROFESSIONAL EXPERIENCE

National Institute of Technology, Tiruchirappalli, India 10/23 – 05/24
Supply chain Research Intern

- Designed a **3 echelon** multi-supplier and retailer inventory model focused on sustainability in the textile industry.
- Improved **Total profit** by **15%** and reduced sustainability related costs by **10%**.
- Revamped previous research model and enhanced model accuracy by **9%** through profit optimization & sensitivity analysis.
- Identified **3** key research gaps for future model enhancements and industry applications by literature review of **380+** academic papers.

New York University, Remote 06/23 – 08/23
Summer Research Intern

- Applied sentiment analysis on YouTube comments on an AI-based advertisement and evaluated consumer perception.
- Collected and consolidated data across diverse studies involving **110+** research sources to identify **5** primary barriers impacting viewer receptivity toward generative AI advertisements within real-world contexts.
- Developed actionable insights that could boost AI-generated content digital engagement by **18%**.

PROJECTS

- Sales forecasting in grocery retail:** Elevated demand forecast by applying XG-Boost and Decision Tree algorithms on retail sales data, which led to a **15%** increase in forecast accuracy and an **8%** stockout reduction.
- Japan Electricity market demand and imbalance modeling:** Modeled electricity consumption patterns using advanced regression techniques after examining critical historical pricing data; achieved a **12%** improvement in forecast accuracy, optimizing strategic planning for resource allocation.
- Inventory analysis project:** Devised a data-driven inventory analysis and optimization report that consolidated **1M+** data points into actionable insights, allowing for precise demand forecasting, cost reduction and inventory tracking.
- Global e-commerce consumer analysis:** Processed **100,000+** e-commerce transactions and identified critical consumer purchasing behaviors; Built targeted marketing strategies & customer retention efforts based on the analysis.
- Logistic Strategy for Quad graphics:** Formulated an optimal Logistics plan for **14000+** shipments utilizing Multimodal, TL and LTL modes and minimized total transportation cost by **2.5%** by employing Dijkstra's algorithm.
- Product development and down time reduction:** Increased **overall equipment effectiveness (OEE)** by **~30%** through root cause analysis and reverse engineering a coupler, reducing breakdown frequency from **20 incidents/month to 12**, in a water ring vacuum system critical to an infant food production line.

LEADERSHIP EXPERIENCE

- Head-Business Club, NIT Trichy:** Led and mentored a diverse team of 40 peers to publish **70+** business publications and projects for the benefit of **~7000** students and to participate in national & international business **competitions**.
- Manager-Organizing committee, NITTFEST, NIT Trichy:** Managed a 15-member team to negotiate with vendors for better prices and to coordinate event logistics, working with cross functional teams for a 3-day festival (annual footfall of **5000+**).
- Head-Marketing Team, Prodigy, NIT Trichy:** Spearheaded a team of **20** to negotiate with **70+** companies for strategic partnerships, and secured event sponsorship worth **~\$2500** for a technical symposium.

CERTIFICATIONS

Certifications: Lean 6 Sigma Green Belt 2022, Operational Excellence Practitioner 2022, Google Project Management 2023, CSWA 2024, Micro-master's in supply chain management MITx – *ongoing*, Micro-master's in business management IIMBx 2022.

TECHNICAL SKILLS

Programming Languages & Tools: Power BI, Tableau, R, SQL, Python, SAP, Looker Studio, SAS, MATLAB, ANSYS, SolidWorks.
Activities: Graduate data & analytics Club, Graduate supply chain & operations club (Chair), Graduate program ambassador.