SUBHASH SHANMUKA PRAKTHESWARA

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EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI   2025
Master of Science in Supply Chain Candidate, Supply Chain Management

National Institute of Technology, Tiruchirappalli, India   2024
Bachelor of Technology
- GPA: 8.57/10

PROFESSIONAL EXPERIENCE

National Institute of Technology, Tiruchirappalli, India   10/23 - 05/24
Research Intern
- Developed patent pending 3-layer multi supplier-multi retailer sustainable economic supply chain model for the textile industry.
- Reduced integrated total cost by $4/unit through profit function optimization and sensitivity analysis.
- Identified research gap by reviewing **200+** papers on inventory models.

New York University, New York, NY   06/23 - 08/23
Summer Research Intern
- Achieved a model accuracy of **72.2%** using labelled sentiment data set and random forest evaluation.
- Conducted in-depth research on Generative AI content's effect on consumer behavior, utilizing sentiment analysis.
- Analyzed **407** YouTube comments with a Transformers model to understand customer preferences.
- Compiled and analyzed **100+** literature works related to topic and identified critical factors influencing effectiveness evaluation.

TATA Coffee Ltd, Theni, India   06/23 - 07/23
In-Plant Trainee
- Identified **5% revenue** cost savings with **20+** improvement/Kaizen ideas through gap analysis.
- Managed Roasting & Aroma extraction lines with **200+** employees, providing production support.
- Gained hands-on experience with industrial equipment and trained in **30+** labor management and supervisory skills.

PROJECTS

- **Sales forecasting in grocery retail:** Improved store sales predictions by deploying XG-Boost and Decision Tree algorithms after comprehensive exploratory data analysis.
- **Global e-commerce analysis:** Explored customer behavior and delivery patterns in global e-commerce by examining transactional data from an e-commerce platform.
- **Analysis of technologies and design guidelines for composite part fabrication using additive manufacturing:** Demonstrated wire arc additive manufacturing as most effective method using Grey Complex proportionality assessment; optimized designs using ANSYS Simulation software led to a **45%** weight reduction and a **7.3%** surface area decrease.
- **Product development and down time reduction:** Boosted overall equipment effectiveness by **~30%** through root cause analysis and reverse engineering to reduce breakdowns in a water ring vacuum pump at an infant food facility.

LEADERSHIP EXPERIENCE

- **Head-Business Club, NIT Trichy:** Oversaw club activities, mentored **~20** new members annually, competed in business competitions, and led a team of **~40** in publishing **~70** business articles for **7000+** students
- **Manager-Organizing committee, NITTFEST, NIT Trichy:** Coordinated vendors, managed event logistics, and ensured crowd control for **90+** events, overseeing a team of **15** in a 3-day fest, providing a smooth experience for **5000+** attendees.
- **Head-Marketing Team, Prodigy, NIT Trichy:** Spearheaded a team of 20 for strategic partnerships, negotiated with 70+ companies and secured event sponsorship worth **~$2500**.

CERTIFICATIONS

Certifications: Lean Six Sigma Green Belt (2022), Operational Excellence Practitioner (2022), Google Project Mgmt. (2023), CSWA (2024),
Courses: Micro-master in Business management (IIMBx 2022), Micro-master in Supply chain management (MITx) - *ongoing*

TECHNICAL SKILLS

Programming Languages and Tools: ANSYS Simulation, MATLAB, Minitab, Power BI, Python, R, SQL, Tableau, SolidWorks