

VINOD IYER

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EDUCATION

Purdue University, Krannert School of Management

West Lafayette, IN

Master of Science in Business Analytics and Information Management, STEM Designated

June 2022

- *Concentrations:* Advanced Business Analytics, Strategic Management, Analyzing Unstructured Data, Optimization
- *Leadership:* President of “Net Impact”, a body to enable next-gen leaders to use the power of business to improve the world
- *Achievement:* Secured runners-up position in a Case Competition sponsored by GM focused on Women’s Empowerment

Visvesvaraya Technological University, Sir M Visvesvaraya Institute of Technology

Bangalore, India

Bachelor of Engineering in Telecommunication

June 2018

- *Concentrations:* Engineering Mathematics, Network Analysis, Logic Design, Field Theory, Control Systems
- *Leadership:* Led a team of four to build a battery charged by human movement in six months

PROFESSIONAL EXPERIENCE

Meijer Inc. (American Retail Chain)

Indiana, United States

Data Science Intern

January 2022 - Present

Increased consumer involvement by 25%, by identifying the root causes for churn and communicating that to leadership

- Customer Segmentation: Gained an understanding of similar purchase patterns of customers by segmenting them, leveraging the K-means clustering method into multiple buckets, and quantitatively analyzing different buckets separately
- Churn Prediction: Saved potential loss of revenue amounting to around \$375 K monthly by identifying customers of each bucket who are most likely to churn and intervening in their journey by providing coupons and email campaigns

Narayana Health (An Indian Multi-Specialty Hospital Chain)

Bangalore, India

Associate Product Manager, Advanced Analytics and AI

December 2020 – July 2021

Managed various end to end projects by taking initiative and grooming professionals to become experts in the health care domain

- Demand Forecasting: Led my team to predict with an accuracy of 90% using the ARIMA statistical model, the number of tests every department could expect through cross-vertical collaboration ensuring hospitals had sufficient lab equipment
- Capital Expenditure Architecture: Detected various areas with bloated expenditure by partnering with the Finance team to design a user-friendly Power BI dashboard that tracked expenditure budget, allocation, and spend
- Data Engineering: Transformed account receivables process by implementing an ERP system for the financial vertical of a health care firm that reduced manual work by 40%, by defining KPIs and displaying it on a data visualization tool

Mu Sigma Business Solutions Private Limited (A Decision Science Consulting Firm)

Bangalore, India

Decision Scientist

September 2018 – December 2020

Demonstrated leadership, business acumen, and technical expertise for a Fortune 20 automotive player:

- Lease Planning Automation: Led a team of three to create an impact of \$4-5 Mn annually in a span of three months by automating the lease planning process by statistically testing parameters, leveraging linear optimization modeling algorithms, and displaying the results on excel-python framework
- Data Pipeline Architecture: Reduced operational expenses of lease incentives by 15% through a data pipeline framework that collated information into a data warehouse and generated visualizations to easily identify risk situations
- Mentorship: Groomed junior associates within the team by mentoring them to become technical as well as domain experts

Improved presence of advertisers for a Web Search Engine of a Fortune 50 giant by showing expertise in their supply chain model

- Search Query Classification: Implemented a strategy to improve the relevance of ads displayed by 30%, by advising advertisers on keywords to bid on through analyzing the business verticals and performance of queries in these verticals
- Advertiser’s Performance Dashboard: Increased the efficiency of advertiser’s spend by 18%, by presenting valuable insights to C-suites after identifying abnormalities and performance variations through a Power BI dashboard
- Dashboarding and Reporting: Enhanced transparency of health of the search engine’s network by 15%, by tracking key KPIs through various Power BI and Excel dashboards and reporting risky scenarios to leadership every week

SKILLS

Languages: Python, R, SQL, Visual Basic for Applications, SAS, DAX, C, C++

Tools: Power BI, MS Project, SQL Server Management Studio, Postgres, MS Office

Data Science: Regression Algorithm, Classification Algorithm, Deep Learning, Image Processing, Predictive Modelling

Consulting: Strategic Thinking, Critical Problem Solving, Cross-Vertical Communication, Presentation Skills, Team Player

Certifications: Statistics for Data Science and Business Analytics, Udemy

ADDITIONAL INFORMATION

- Received a Spot Award at Mu Sigma for successfully delivering a linear optimizing tool by leading a team of three
- Held the post of the fundraiser for Youth Development Program (An NGO that inspires society to discover change)
- Founding member of Rotaract club (Student organization that helps develop communities worldwide), Maruthiseva Nagar
- Created and structured a robust data pipeline for Omnibiz (a Nigeria based retail broker) using various parameters like Retailers Performance, Agent Activity, and Brand performance