Srimanth Yarlagadda

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Willing to relocate: Anywhere

Work Experience

Senior Business Analyst, Data Analytics

Tredence Analytics - Bengaluru, Karnataka

November 2019 to May 2021

Dash 2.0:
• Developed backend framework with integrated machine learning models for a retail analytics and decision making platform for an American multinational personal care corporation using Python and SQL on Microsoft Azure Databricks.
• Created data migration pipelines to sync sales, factual data, store and product attributes of different products across major retailer chains of North America from SAP HANA to Microsoft Azure SQL Database.
• Defined strategies and metrics using sales and other product attributes of 200+ products across major retailer chains and generated SKU level alerts for each retailer store across Sales, Marketing and Operations.
• Achieved ~$2M increase in revenue by identifying and mitigating gaps in inventory, increasing product visibility and availability in searches and ensuring on-shelf availability.
• Performed time series analysis (ARIMA) to forecast sales for next 6 weeks at category level and close potential gaps in inventory.
• Scaled up the solution for easy integration with new retailer chains.
Data Quality Management:
• Developed and deployed framework on SAP HANA using SQL stored procedures and SAP BODS to audit incoming data feed.
• Defined rules to quantify the quality of data and identify anomalies across 3 different data vendors and 7 different retailer chains.
• Created Virtual Data Models on SAP HANA to power tableau dashboard and populate data quality score cards.
• Modularized the solution and made it easier for business user to add/remove new feeds using simple tools like excel.
Price Elasticity:
• Developed Price Elasticity models as a proof of concept to optimize profits of paper based consumer products for different South American markets using linear and logistic regression.

Trainee Decision Scientist

Mu Sigma - Bengaluru, Karnataka

June 2018 to November 2019

Trade Promotion Optimization:

• Performed Agglomerative Hierarchical Clustering using direct and derived performance metrics to profile and explain behaviour of retail outlets of a leading tobacco manufacturer using R programming language.
• Optimized promotion cost by being able to differentiate cluster of outlets with similar behavioural properties and evaluating cluster level performance and designing suitable Trade Promotion Schemes based on variety of metrics.
• Pilot implementation in two major markets resulted in 15% savings in trade promotion, by offering different schemes to the retailers based on the cluster attributes and defined behaviour pattern.
• Scaled the solution and deployed using R Shiny dashboard on AWS, accessible to business heads and regional sales managers.

Education

Master of Science in Computer Science
The University of Texas - Dallas, TX
August 2021 to May 2023

Bachelor of Technology in Production and Industrial Engineering
National Institute of Technology, Jamshedpur - Jamshedpur, Jharkhand
August 2014 to May 2018

Skills

• C++
• Python
• R
• SQL
• Java
• Clustering
• Forecasting
• Feature Engineering
• Spark
• AWS
• Microsoft Office
• Microsoft SQL Server
• Assembly Language
• SAP HANA
• Azure Databricks
• Linux
• Agile
• Statistical analysis