# Anirudh Sharma

Senior Operations Research Analyst @ Target

MBA, IIM Udaipur 2019-21 | BTech, IIT Bombay 2013-17

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## Professional Summary

Lead data science & optimization professional with 5+ years of experience delivering business value through advanced analytics, simulation, and OR solutions. Proven in solving complex decision problems at scale with strong coding and stakeholder skills.

## Work Experience                                                                 ~ 5 Years

### Senior Operations Research Analyst — Target — Aug 2024 to Present

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| Stockout Prediction Model | ▪ Developed **prediction model** (with AUC_PR of 0.65) for proactive management of **future stockout events**<br>▪ Provided recommendations with total opportunity of **$250-300M solvable stockouts** for frequency business |
| Port of Entry Selection | ▪ Developed **PySpark simulation model** to predict port of entry volumes for 64 different port eligibility settings<br>▪ Used **MILP** to assign port eligibility settings, constrained on entry port capacity, resulting in **savings of $12M** |
| Multi-echelon Inventory | ▪ Developed dynamic programming model for **optimizing review frequency** at DCs for replenishment items<br>▪ Estimated ideal inventory level for a **multi-echelon network**; projecting overall inventory reduction of 10-15% |
| Prepaid to Collect Conversion | ▪ Developed decision model for **minimum required discount** for collect conversion of domestic vendors<br>▪ Used PuLP **linear programming** optimization to estimate transportation expense in a consolida network |

### Senior Data Science Consultant — Wells Fargo — Jul 2021 to Aug 2024

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| Strategy & Leadership | ▪ **Led 5+ projects** in channel science focusing on optimizing value for **On-us digital offer decisioning engine**<br>▪ Contributed to cross-channel marketing **analytics roadmap & strategy** & presented to executive leadership<br>▪ Built **strong partnership & trust** with stakeholders; Guided several team-members as SME in the domain |
| Offer Decisioning Simulator | ▪ Owned **end-to-end development** of offer decisioning simulator; achieved 94%+ F1-score vs actual outcomes<br>▪ Enabled **simulation capabilities** for - new offers, frequency capping, audience & business weight changes<br>▪ Integrated application with intake form & lift measurement reports, enabling **seamless business user access** |
| Value Based Optimization | ▪ Introduced **offer & placement level financial value** into prioritization framework that optimized revenue/view<br>▪ Generated **22% overall lift** in value of accounts booked (**annualized value of $48M**) with all LOBs benefitting |
| BI Reporting and Automation | ▪ Partnered effectively with **15+ stakeholders** from **5 LOBs** to understand their needs & identify relevant KPIs<br>▪ Developed suite of executive & operational dashboards with automated data pipelines, **saving 20+hrs/week** |

### Previous Roles — Multiple Companies — Prior to Jun 2020

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| Zolve – Product Internship | ▪ Conducted primary & secondary research on customers & competitors for an early-stage neo-banking startup<br>▪ Designed customer & business centric **wireframe prototype** for mobile app using prototyping tool Adobe XD |
| Cognizant - Developer | ▪ Worked 1+ year as **full stack developer** for development & maintenance of a private banking web application<br>▪ Implemented multi-threading in Java to **enhance speed and memory utilization** of a log analysis application |

## Professional & Academic Achievements

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| Professional Recognitions | ▪ Recognized for **initiative, technical excellence and continuous improvement** by Target leadership in 2025<br>▪ **First Runners Up in Showcase 2024 at Wells Fargo** under 'Grow the Business' category out of 50+ projects<br>▪ Received **Team Spotlight Award 2023** & **promoted to senior role** for exceeding expectations year-on-year<br>▪ Offered **PPI** from Zolve for excellent contribution & accelerating product's launch in a fast-paced environment |
| Academic Excellence | ▪ Cumulative grade point average of **3.57/4.00** in 18 courses of **Analytics, Finance and Operations** in 2021<br>▪ Secured **AIR 1199** in JEE 2013, **99.52%ile** in CAT 2018 and **98.23%ile** in GATE Computer Science 2019<br>▪ **National Top 35** in INPhO; Attended selection camp for **International Physics Olympiad** at HBCSE in 2013 |
| Certifications | ▪ Pursuing MITx Supply Chain Micromasters from EdX; Completed 2/5 courses with A grade (above 90%) |

## Skills, Technology and Tools

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| People Skills | ▪ Team Mentoring, Project Planning and Delivery, Stakeholder Management |
| Data Skills | ▪ Data Visualization, Statistics, A/B Testing, Machine Learning, Forecasting, Linear Programming, Simulation |
| Tech Stack | ▪ Python, PySpark, Streamlit, R, Shiny, SQL, Hive, Tableau, Power BI, Alteryx, Advanced Excel, VBA |

## Independent Modelling Projects

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| FIFA 2022 World Cup Prediction | ▪ **Web-scraped** player & team performance data and ELO ratings to train random forest **classification model**<br>▪ Introduced variance in features to create stochastic output for **simulating matchups** & predicting winner |
| Pair Trade – Using Time Series | ▪ Shortlisted pairs of two highly correlated assets for which their spreads demonstrated **stationarity property**<br>▪ Modelled & forecasted spread (regression residual) using **ARIMA** to **predict profitability** of trading positions |