**SUSMITHA BAYAPUREDDY**

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**EDUCATION**

***Northeastern University, Boston, MA Aug 2018 - Apr 2020***

Master of Science in Data Analytics Engineering (GPA: 3.72)

**Leadership role:** Senator in Graduate Student Government, Graduate Research Assistant, Teaching Assistant

***GITAM University, Visakhapatnam, India Jun 2010 – Apr 2014***

Bachelor of Technology in Electronics and Communication Engineering (GPA: 3.65)

**Leadership role:** NSS Student President, Drama Club President

**SKILLS**

* Product Management, Marketing Analytics, Business Analytics, Demand forecasting
* Regression, Clustering, Time series forecasting, Tree-based models, Neural network, Reinforced learning
* R, SQL, SAS, Excel, VBA, Python, Tableau, Teradata

**PROFESSIONAL EXPERIENCE**

***Graduate Research Assistant/Data Analyst May 2019 – May 2020***

***Northeastern University***

**Medicare beneficiary analysis to produce the ﬁrst national prevalence estimates of health care cost-related affordability and access problems**

* Variable driver analysis of data representing 53M enrollees to understand problems in paying bills and delayed care
* Analysis is set to help address out of pocket expense computation/formulation for medical aid programs
* Prediction of future health status through multivariate logistic regression to roll out preventive steps

***Impact Analytics, Bangalore, India Oct 2016 – May 2018***

**Senior Data Scientist**

**Led customization and implementation of promotion effectiveness product for biggest music instrument retailer of USA saving $10M+ margins annually**

* Formulated forecast mechanism to predict product demand daily to capture the impact of discounting
  + Worked with merchandising teams to eradicate margin eroding promotions
* Curated customized forecasting to incorporate seasonality and business-specific nuances
* Led a team of 8 developing end to end web application to manage promotion management process

**Decreased costs by $30M through effective inventory management for a fast-fashion jeweler (team lead of 6)**

* Formulated inventory management analytics product to optimize order quantities at the store level
* Delivered the application to 1500+ franchisees powered by advanced forecasting and inventory replenishment cycles

**Achieved cost saving of $6M through effective couponing for $2B music retailer of USA (team lead of 4)**

* Implemented new redemption scheme using optimum thresholds and product bundling
* Revitalized customer segments and rolled out personalized coupons to improve redemption by 150%

**Enhanced top-line by $3.5M through revamping promotions for a coffee chain in West Coast, USA**

* Introduced tier-based, time-specific and combo-product promotions by benchmarking schemes of key competitors
* Identified cost savings opportunity of $2M presented through SKU rationalization

***Mu Sigma Business Solutions, Bangalore, India Jun 2014 – Sep 2016***

**Decision Scientist**

**Improvised the performance tracking strategy of a top global pharmaceutical company in Oncology division**

* Designed and automated Monthly Business reporting framework – created a one-stop-shop for all BI needs for all key business stakeholders
* Used Test-Control analysis to find the effectiveness of a marketing campaign launched for a brand product and delivered a list of potential customers depending on customer traits responsible for sales lift
* Competitor drug analysis to recommend the next best action for switchers and writers of competitor products

**Developed clickstream bigdata platform for the largest retailer’s e-commerce wing**

* Spearheaded web portal development by integrating hive-R-relational databases to report clickstream conversion funnel to ease leadership decisions
* Portal enabled landing page and product recommendation showcasing improvements based on A-B testing

**Streamlined the Inventory management system for a renowned Food retail company in Europe**

* Led a team of 4 to streamline data warehousing for logistics management processes to identify pain points leading to $2M savings annually

**GRADUATE PROJECTS**

* Internet Ad-blocker using neural network and image recognition
* Recommendation engine for Instacart to cross-sell using market basket analysis
* Greater Boston crime rate analysis

**ACHIEVEMENTS**

* Received ‘Employee of the Quarter’ for “Commitment and Initiatives” at Impact Analytics
* Received spot awards for “Quality control methods” and “Quickest turnaround” at Mu Sigma
* Led Data Scientist Recruitments and engineering graduate training program for 40 in-coming graduates at Impact Analytics