HARTHIK MIRIYALA

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PROFILE

- MS BAIM student consulting professional with 3 years of management consulting experience delivering data-driven insights, strategic and analytical solutions to client business stakeholders
- Passionate about merging Analytics and Business knowledge to generate actionable insights that add value to the client in a world of ever-growing data and ever-changing trends
- **Technical Skills:** Python (TensorFlow, Keras, PyTorch, Scikit-learn), SQL, Tableau, SAS, MS Excel, APLD

EDUCATION

Purdue University, Daniels School of Business
Master of Science in Business Analytics and Information Management – CGPA: 3.81/4
- ***Beta Gamma Sigma scholar***

Indian Institute of Technology   **Tirupati, India**
Bachelor of Technology, Mechanical Engineering   **May 2020**

PROFESSIONAL EXPERIENCE

MICROSOFT   **West Lafayette, Indiana**
Data Scientist   **January 2024 - Present**
- Carried out unstructured data analysis to improve product listings on a major E-Commerce website using OCR (Azure Computer Vision) and Open AI
- Devised a scoring algorithm to identify quality of product descriptions and developed a Python code to automate text extraction from product images and create high-quality product descriptions using generative AI models

ZS ASSOCIATES   **Pune, India**
Decision Analytics Associate Consultant   **August 2020 - July 2023**
- Led a team on Data Migration project requiring complex requirements gathering with data management team and business stakeholders and worked on setting up the data pipeline for the client's risk space ecosystem
- Worked on seamless migration of approximately 18 diverse data sources with ETL processing in Hadoop and the reengineering of 40 Tableau dashboards within Procurement and Enterprise Risk Analytics space
- Collaborated with partners & managers on story building and created mockups for Request for Proposals to get projects in Risk Practice area from various Healthcare clients
- Spearheaded the development of client risk scorecard project to monitor risk adherence in global markets, which streamlined risk monitoring controls for the client catering to 29 business unites globally
- Collaborated with stakeholders to finalize business requirements and built brand scorecards, which resulted in improved perception and execution of medical rep call plan and monitor sales roll ups
- Analyzed diverse promotional data within client's business model, tracked key KPIs (i.e., Reach and Execution on Omnichannel executive dashboard), which resulted in improved client marketing spend tracking
- Designed the data operations for ingesting commercial sales data using Python APIs and deliver data to 2000+ field reps

Academic Projects

Causal Inference and Revenue Optimization for Airbnb Properties
- **Causal Analysis of Super Host Status**: Assessed Super Host impact on occupancy rates using Difference in Difference estimation, identifying significant causal effects; thereby increasing the revenue by 14.8%
- **KNN Clustering for Revenue Optimization**: Applied KNN clustering to categorize properties and design cluster-wise marketing strategies, optimizing nightly rates within clusters to maximize revenue

NLP Classification on Craigslist
- Designed a content moderation system to flag solicitation/abusive comments to address the misusage of Craigslist discussion forums using NLP techniques (GloVe, BERT) with an accuracy ~0.89
- Leveraged advanced machine learning models like Gradient Boosting, Neural Networks, LightGBM and Random Forest and compared accuracies across these models using different text embeddings like TF-IDF, GloVe and BERT

Bankruptcy Prediction using Firm's Financial Metrics
- Devised a classification model to predict the likelihood of a Firm's bankruptcy by leveraging the current financial metrics using high performance procedure that trains a multi-layer perceptron neural network and gradient-boosting techniques to obtain an AUC of 0.952