

# Aditya Mujumdar

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## EXPERIENCE

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### Microchip Technology Inc.

*Business Intelligence Analyst*

Chandler, AZ

Jun 2021 - Present

- Predictive Supply Chain Optimization for 8-bit MCUs
  - Led the optimization project for executive management, supply planners and BU Operations to manage constrained production pipelines
  - Improved supply health by 14% and impacted \$200M of constrained material by prioritizing bottlenecked devices and curbing production of well-inventoried devices
  - Developed business models for constrained devices in Python which analyzed backlog and production pipelines to forecast wafer starts for future demand
- Business Initiatives through Tableau and Analytical Reporting
  - Created 16 advanced operational reports in Tableau that facilitated order expedite requests and monitored ordering behaviors and customer analytics
  - Recognized an order fulfillment issue which improved new product backlog by 35% for \$4M of distributor orders
  - Improved overall reporting efficiency by 80%, report accuracy by 15% by building automation frameworks for data pipelines using Tableau and Python
  - Deployed a recovery program for <100K/yr. customers, increasing count by 34%, and helped increase new product inventory by 27%
- Marketing Analytics for NPI and corporate Ad-spending
  - Introduced new KPIs and built product health dashboards to track New Product Introductions (NPI), their marketing ROI, and market acceptance metrics
  - Collaborated with function teams to track detailed device usage information to increase feature adoption rates by 42%
  - Analyzed Google Ads ROI for redundant keywords on incompatible websites which reduced spending by \$110K/yr
  - Boosted product website views by 23% using inference testing and keyword bid increases, resulting in a successful marketing campaign for 7 new products

### Arizona State University

*Graduate Initiatives Analyst*

Tempe, AZ

Sep 2019 - Oct 2020

- Overhauled ETL and data collection pipelines to improve reporting speed by 96% using Python and VBA scripting
- Received 2 innovation awards for process automation and helping start 5 new graduate programs at ASU

### Tech Mahindra, Ltd.

*Data Science Research Intern*

Pune, India

May 2019 - Aug 2019

- Engineered a machine learning model using vector quantization for speech recognition on complex customer-facing datasets with 75% accuracy
- Designed a linear regression algorithm using sigmoid functions to identify count and names of up to 10 speakers with 80% accuracy

## SKILLS & TOOLS

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**Programming:** Python, SQL, C, C++, VBA, Bash

**Tools:** Tableau, Power BI, MS SQL Server, Oracle SQL Developer, Google Analytics, Kibana, Data Studio

## EDUCATION

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### Arizona State University

BSE · Computer Systems Engineering · *GPA: 3.7/4.0*

Certificate · Applied Business Data Analytics · *GPA: 4.0/4.0*

Tempe, AZ

May 2021

May 2021