

KAUSHALYA NAIDU

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EDUCATION

Purdue University, Daniels School of Business

MS in Business analytics and information management - Awarded Scholarship

West Lafayette, IN

August 2025

SIES Graduate School of Technology

Bachelor of Engineering in Electronic and Telecommunication Engineering

Mumbai, MH

August 2022

PROFESSIONAL EXPERIENCE

Meijer Inc.

Data Science Intern

Remote, USA

January 2025 – Present

- Developed a two-phase machine learning pipeline to detect and predict phantom inventory in retail stores.
- Random Forest used for detection and LSTM-TimeGAN for time-series prediction.
- Helped reduce stockouts, improve shelf availability, and enhance customer shopping experience.

FincruX Technologies

Associate Data Scientist

Mumbai, IN

August 2023 – July 2024

- Performed research and development initiatives within the data science program, innovating data analysis techniques that increased conversion rates by 40% through enhanced data structuring and analysis capabilities.
- Collaborated with organizational leaders to redefine data strategies using dashboards, focusing on KPI, which directly contributed to a 20% increase in sales.
- Streamlined the acquisition and processing of data to improve data accuracy and comprehensiveness, which fueled a targeted strategy boosting sales growth by 15%.
- Led the design, development, implementation, and management of core program processes.

Cheers Interactive

Data Research Analyst Intern

Mumbai, IN

July 2022 – August 2022

- Managed thorough research on emerging technology trends, providing in-depth insights resulting in the company being positioned as a thought leader in forecasting future industry developments.
- Developed strategic market insights that expanded industry networks by 25%, improving market penetration and competitive advantage through enhanced understanding of emerging trends.

PROJECTS

Bankruptcy Prediction Model | SAS Enterprise Miner, Data Mining

December 2024

- Analyzed financial indicators from Kaggle datasets using SAS EM to predict bankruptcy outcomes.
- Performed extensive data preprocessing, feature selection, and hyperparameter tuning to get accuracy of 97%.

Pawpularity | Python, ML

March 2025

- Developed and trained CNN models to extract visual features from pet images, predicting popularity scores based on visual appeal.
- Implemented deep neural networks (DNN) integrating image-derived features with structured metadata to enhance prediction accuracy and model interpretability.

CERTIFICATION

- **Skills:** SQL, Analytical Visualization (Tableau), Problem Solving, JIRA, Databricks, Power BI, Agile Methodologies, Project Management, Interpersonal Skills, Basic HTML, SDLC, Python, Microsoft office.
- Azure Fundamentals, KPMG Data Analytics Consulting Virtual Internship and JPMorgan Chase & Co. Excel Skills Virtual Experience Program.

LEADERSHIP ACTIVITIES

- 2nd Place in MWDSI 2025 Student Paper Competition for our work on phantom inventory detection and prediction and 3rd Place INFORMS 2025 Analytics Poster Competition for our machine learning solution.
- Interned at an NGO where I was responsible for crowdfunding efforts to support the education of underprivileged children.
- Spearheaded a volunteer team to deliver vital educational support to underprivileged students, significantly increasing learning opportunities