SAI TEJA PASULA

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PROFILE

- Analytics professional motivated to create a data-driven decision-making environment in Businesses
- **Technical Skills**: Python, R, SQL, GCP, Apache Airflow, Streamlit, Excel, SAS, Tableau, GitHub, VSCode
- **Core Competencies:** Linear, Logistic & Lasso Regressions, Mixed-effects models, Decision Trees, Random Forest, Gradient Boosting, Clustering, A/B Testing, Hypothesis Testing, ARIMA, Natural Language Processing, ANN, CNN, LSTM, Multi-Armed Bandits
- **Knowledge Base:** Data Mining, Time Series Forecasting, Unstructured Data, Uplift Modeling, Machine Learning, Deep Learning, Causal Inference, Model Deployment, Pricing Strategies, Marketing Analytics

EDUCATION

Purdue University, West Lafayette, USA - *M.S. Business Analytics and Information Management* **December 2021**
Birla Institute of Technology and Science, Pilani India - *B.E. (Hons.), Electronics and Instrumentation* **July 2017**

PROFESSIONAL EXPERIENCE

Kohl's Department Stores **Dallas, TX**
Personalization Analytics Expert *January 2022 – Present*

- **Real-Time Incentives Engine |** Identified offer-sensitive web visitors via uplift models with Qini AUC ≈ 4% and delivered offers using live predictions using Vertex AI endpoints, driving $30M in incremental sales.
- **Discount Optimization Framework |** Developed an discount optimization framework to assign optimal discount levels with a hit rate ≈ 92%. Increased sales by 12% while maintaining profit margins.
- **Price Optimization Tool |** Engineered a price recommendations tool for Kohl's products based on demand elasticity, customer behavior, and competitor trends. Boosted the sales revenue by 15% through dynamic pricing
- **Store - Omni Migration** | Recognized potential omni customers among store-only shoppers with AUC ≈ 0.94, increasing their omni spend by 15%, driving higher customer engagement and retention across channels.

EXL Service **Bengaluru, India**
Consultant *September 2017 – November 2020*

- **Customer Classification |** Classified customers based on probability to churn for the next 3 months and designed effective retention strategies that decreased the churn rate by 8% within 14 months
- **TV Rating Estimation |** Uncovered key factors those impact client's TV ratings and estimated these ratings with an Adj-R^2 ≈ 0.92 & MAPE ≈ 4.5%; thereby aiding the client to sign a $130 million deal with broadcasters
- **Fan Segmentation |** Segmented fans into behavior-based clusters across merchandise, fantasy, and tickets, assigning profiles based on key differentiating factors. Clusters are used to design targeted marketing strategies.

ACADEMIC PROJECTS

Krenicki Center for Machine Learning - Purdue University **West Lafayette, USA**
Graduate Data Science Consultant *June 2021 – December 2021*

- **Lead time Forecasting |** Optimized supply chain lead times, reducing forecast error by 30% and boosting customer satisfaction from 65 to 74 through accurate delivery estimates on the client's website.
- **NLP Classification on Craigslist |** Designed a moderation system to flag the derogatory comments and solve the hate speech problem in craigslist discussion forums using NLP techniques with an F1 score ≈ of 0.74

ACHIEVEMENTS, LEADERSHIP ROLES

- Achieved Dean's List and Beta Gamma Sigma honors for academic excellence at Purdue University, 2021
- Member of Purdue's Krannert Net Impact (KNI) club to bring social inclusiveness to businesses, 2021
- EXL ORION Hackathon Finalist, 2019; EXL Shining Star Award, 2018
- Led undergraduate cricket team to an 88% win rate over 19 games, securing a championship title, 2016