

SAI TEJA PASULA

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PROFILE

- Data Scientist aspirant to create a data-driven decision-making environment in Businesses
- Tools and Programming Skills: Python, R, SQL, Excel, SAS Enterprise Miner, Tableau, GitHub, GCP, PowerPoint
- **Core Competencies:** Linear, Logistic & Lasso Regressions, Decision Trees, Random Forest, Gradient Boosting, Clustering, A/B Testing, Hypothesis Testing, ARIMA, ARIMAX, Natural Language Processing, ANN, CNN, LSTM
- **Courses:** Data Mining, Time Series Forecasting, Unstructured Data, Machine Learning, Deep Learning, Model Deployment, Pricing Strategies, Marketing Analytics, Marketing Management, Brand Management

EDUCATION

Purdue University, Krannert School of Management – West Lafayette, IN **December 2021**
Master of Science in Business Analytics and Information Management, CGPA: 3.83/4.0

Birla Institute of Technology and Science, Pilani – Hyderabad, India **July 2017**
B.E. (Hons.), Electronics and Instrumentation

PROFESSIONAL EXPERIENCE

Krenicki Center for Business Analytics & Machine Learning **West Lafayette, IN**
Graduate Data Science Consultant June 2021 – August 2021

- Forecasted the lead times for multiple touchpoints in the client's supply chain to accurately display the estimated delivery times for the customers on the client's website and improve customer satisfaction score
- Reduced the error in lead time forecasts by 30% and increased customer satisfaction score from 65 to 74

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 | Identified key factors that impact client's TV ratings and estimated these ratings with an $\text{Adj-R}^2 \approx 0.92$ & $\text{MAPE} \approx 4.5\%$; thereby aiding the client to sign a \$130 million deal with broadcasters.

Acquisition Campaign Planning | Developed a framework and measured the effectiveness of marketing campaign run on Radio; Deployed A/B testing to compare pre- vs post-campaign cost per order; Identified best Metropolitan Statistical Areas (MSA) responsive to campaign and saved \$200K future marketing spends.

Fan Segmentation | Segmented fans into clusters based on behavior towards various client products in merchandise, fantasy, and tickets; Assigned a profile to each cluster, based on each variable's contribution to distinguish clusters from each other. These clusters are being used to design targeted marketing strategies.

ACADEMIC PROJECTS

Airbnb Retention Strategy | Formulated a retention strategy for properties that would leave Airbnb the following year based on the historical bookings and amenities data; thereby increasing the profits by 14.8%.

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 ≈ 0.74 .

Bankruptcy Prediction | Devised a classification model to predict the bankruptcy of firms based on current financial information using gradient boosting techniques and obtained an AUC ≈ 0.93 .

Stock Price Detection | Constructed a decision-making tool to classify an image comprising the plot of historical daily close values of S&P Global 500 firms, to either sell or buy the stock using image recognition and deep learning techniques and obtained an F1-Score ≈ 0.94 .

LEADERSHIP ACTIVITIES, CERTIFICATIONS

- 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 college cricket team with a win ratio of 88% in 19 games and a championship title, 2016