

# SRUJANA KALYADAPU

Lafayette, IN | 765-694-5240 | skalyada@purdue.edu | [srujana-kalyadapu](mailto:srujana-kalyadapu)

## PROFILE

Graduate student in Business Analytics and Information Management seeking full-time roles in consulting, data analytics and supply chain analytics with 3 years of experience in managerial and analytical roles in supply chain, consumer goods and consultancy.

**Technical Skills:** Python, SQL, R, Microsoft Excel | **Visualization Tools:** PowerBI, Tableau

**Statistical Tools:** Machine learning, Data Mining, Statistical Modeling

## EDUCATION

**Purdue University, Daniels School of Business**  
*Master of Science in Business Analytics and Information Management*

**West Lafayette, IN**  
**August 2024**

**National Institute of Technology, Warangal**  
*Bachelor of Technology, Chemical Engineering*

**Warangal, Telangana**  
**August 2020**

## PROFESSIONAL EXPERIENCE

### Microsoft

**West Lafayette, Indiana**

#### *Data Scientist*

**January 2024 – April 2024**

- Collaborated on the Microsoft AI Cloud Pipeline's project to improve product information quality on Meijer's site, aiming to enhance customer satisfaction and reduce attrition.
- Actively engaged in developing an automated product description framework using image recognition and language models to ensure consistency in Meijer's product listings.

### Merilytics

**Hyderabad, India**

#### *Senior Business Associate*

**February 2023 – July 2023**

- Guided a team to design and construct interactive dashboards for Inventory, Marketing, and Customer Analytics, serving a prominent US-based health and wellness product client.
- Developed a comprehensive model inventory model that tracked flow of inventory from firm's establishment in 2018 until June 2023
- Provided valuable insights on newly launched product performance tracking and assessed potential cannibalization effects for the client.
- Achieved a significant 50% reduction in variance for products contributing to 80% of revenue, substantially enhancing demand forecasting efficiency.

### Hindustan Unilever Limited

**Mumbai, India**

#### *Assistant Availability and Kitting Manager – Supply Chain, Customer Success*

**August 2020 - November 2022**

- Developed dashboards and reports in customer success, facilitating smooth merger of the nutrition business of GlaxoSmithKline (GSK) with Hindustan Unilever Limited (HUL).
- Implemented warehouse replenishment strategies in a dynamic Modern Trade wing of an FMCG company delivering more than 3000 products to nearly 2000 customer delivery points.
- Led planning and execution of repackaging operations for multiple consumer specific product promotions at 3 sites, ensured on-time and in-full delivery amounting to zero business loss.
- Recognized for ensuring stock availability for two highest-valued customers, resulting in approximately 30% customer business growth.

## PROJECTS

### **Delivery Operations Optimization at STEM Store: SQL, Tableau**

- Enhanced STEM Store's delivery operations with dynamic vendor allocation, reducing lead time by 40% and shipment costs by 15%, driving customer satisfaction and business growth.

### **NLP Classification: Misuse of the Craigslist Platform | Python, Transformers**

- Designed and implemented text analysis model for Craigslist, integrating BERT and GloVe ML algorithms to achieve 90% accuracy in identifying and flagging inappropriate content, enhancing platform moderation.

### **Enhancing Bankruptcy Prediction: A Data-Driven Approach to Financial Risk Assessment | Python, SaaS, ML models**

- Formulated a predictive model for bankruptcy likelihood using financial ratios, employing Gradient Boosting, HP Neural, and Logistic Regression models to achieve AUC of 0.935, enhancing decision-making and risk assessment.

## CERTIFICATIONS

- Microsoft Azure Fundamentals (AZ-900) | AWS Certified Cloud Practitioner | Tableau Desktop Specialist | Operations Research with SAS Optimization | Google Advanced Data Analytics (Coursera) | Associate Data Scientist in Python (datacamp) | SQL Server Developer (datacamp)