Vaishnavi Guntupalli

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SKILLS

- **Languages & Tools**   Python, SQL, Tableau, R, Azure, AWS, KNIME, MS Excel, Jira, Confluence
- **Data Science**   Predictive Analytics, Linear & Integer Programming
- **AI/ML**   Linear & Logistic Regression, Decision Trees, Neural Networks, LLMs
- **Certifications**   Machine Learning by Stanford University, Experimentation in Python, LLM basics by Hugging Face
- **Communication**   Stakeholder Alignment, Cross-Functional Coordination, Executive Summaries

PROFESSIONAL EXPERIENCE

Data Science Lead | Simplified Trade , CA   Jan 2024 -present
- Designed and enhanced surveys for brokers and manufacturers to capture richer qualitative and quantitative insights; conducted end-to-end analysis to inform product improvements
- Analyzed survey data across 20+ U.S. regions to build interactive Tableau reports driving actionable decisions on SKU pricing and out-of-stock issues—contributing to acquisition of 3 new clients
- Built custom data stories using Tableau Embed for broker, manufacturer, and retail clients; integrated on company website to enhance client-facing analytics
- Visualized survey effectiveness using Plotly and Matplotlib, highlighting performance metrics on company website
- Served as Tableau site administrator for 7 client accounts, managing content updates, access permissions, and data refresh processes
- Partnered with clients to identify pain points and deliver tailored analytics solutions, resulting in over $1M in business impact through strategic insights

Assistant Manager, Decision Sciences | HSBC, India   Sept 2019 -Dec 2020
- Generated $10million+ benefits in UK Loans market by developing optimal pricing strategy to maximize ROI using loans forecasted volumes and linear optimization model in agile with iterative stakeholder feedback and sprint-based execution
- Spearheaded stakeholder discussions, communication between technical and non-technical teams, and acted as a support system for critical decision-making
- Collaborated with globally distributed teams across product, risk, and analytics to align deliverables and resolve cross-functional dependencies
- Developed in-house price simulation tool using R Shiny to influence pricing decisions by providing business simulation scenarios to stakeholders, and reduced FICO licensing cost by 50%
- Led payment holiday topology development to study COVID-19 impact on credit card payments using MS Excel Pivot Tables & Vlookup, visualized using tableau story, and created market opportunities by identifying vulnerable customers
- Slashed onboarding time by 70% for junior team members by documenting for version control and metadata definitions

Data Analyst, Decision Sciences | HSBC, India   Jul 2017 -Aug 2019
- Automated loans profitability estimator from MS Excel to R for reuse and reproducibility, thus decreasing effort by 50%
- Headed automation of multi-track projects by collaborating with cross-functional teams to negotiate business needs and timelines
- Modeled loans' customer journey to predict loan volumes using Linear Regression, Logistic Regression, and Loess techniques

ACADEMIC EXPERIENCE

- **Research Assistant, Machine Learning Operations | University of Southern California,** CA   Jul 2023 -Dec 2023
- **Teaching Assistant, Linear Programming | University of Southern California,** CA   Jan 2022 -Dec 2022

EDUCATION

- **University of Southern California,** CA | Master of Science, Analytics & Operations Research   Aug 2021 -May 2023
- **University of Hyderabad,** India | Master of Technology, Computer Science   Aug 2015 -May 2017

HONORS AND AWARDS

- Rated highest for exemplary behavior and connectivity in team at HSBC
- Co-recipient of *Delivering the Promise* award and *Stellar Performance* award at HSBC

LEADERSHIP AND INVOLVEMENT

- Volunteer at INFORMS Gurobi San Francisco Chapter
- Active member of Bay Area Tableau User Group