

SRUJANA KALYADAPU

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EDUCATION

Purdue University, Daniels School of Business

West Lafayette, IN

Master of Science in Business Analytics and Information Management

August 2024

- **Teaching Assistant (TA)** to Prof. Susan Lu Feng's Online MBA Operations Management course.

National Institute of Technology, Warangal

Warangal, Telangana

Bachelor of Technology, Chemical Engineering

August 2020

PROFESSIONAL EXPERIENCE

Microsoft

West Lafayette, Indiana

Data Analyst, Industry Practicum

January 2024 – April 2024

- Developed end-to-end image-to-text model pipeline on Azure to automate generation of product descriptions for a national retailer, enhancing discoverability across over 300,000 products and boosting conversion rates.
- Leveraged OCR and Mistral AI to create accurate descriptions for 77% of previously unlisted products, resulting in 9% increase in total number of SKUs listed.

Merilytics

Hyderabad, India

Senior Business Analyst, Consultant

February 2023 – July 2023

- Led team to build interactive dashboards for Inventory, Marketing, and Customer Analytics for US-based health and wellness client, resulting in 10% increase in operational efficiency through enhanced data visualization and reporting.
- Formulated inventory model enabling real-time tracking, reducing excess inventory, boosting turnover ratio by 40% and improving key performance indicators.
- Conducted Customer Lifetime Value (CLV) analysis, identifying high-value segments and informing targeted marketing strategies to the client that increased retention and overall profitability by 5%.
- Built demand forecasting model using ARIMA, achieving 50% reduction in MAPE for top 20% of products accounting for 80% of revenue.

Hindustan Unilever Limited (HUL)

Mumbai, India

Senior Analyst, Supply Chain

August 2020 – January 2023

- Led projects across all supply chain functions as a trainee, partnering with data science and operations teams to integrate operations and analytics, impacting high-visibility initiatives and influencing key stakeholders.
- Engineered Power BI dashboard through extensive data cleaning and analysis for vendor consolidation project across HUL's nutrition and non-nutrition businesses, yielding \$1 million in savings through insights into vendor categories, rate cards and services.
- Developed an Excel report to identify and address SKU-depot over- and under-supply trends in supply planning. Analyzed MSTNs to classify and manage imbalances, improving inventory accuracy and service levels.
- Automated reporting systems in customer success department for GSK's nutrition business using HUL's system data, enhancing service levels by 10% during merger and improving reporting efficiency.
- Built end-to-end dashboard in 'Modern Trade wing', enabling availability team to make data-driven decisions and manage over 500 SKUs across 2000 delivery points, achieving service levels exceeding 95%.
- Directed repackaging operations for all product promotions over a year, achieving 99% on-time delivery rate and reducing cycle time through strategic program management, analytics, and cross-functional collaboration.
- Recognized for ensuring stock availability for two key customer accounts by adjusting safety stock levels and norms based on customer demand trends, contributing to average 20% growth in business for these customers.

PROJECTS

Delivery Operations Optimization: Enhanced STEM Store's delivery operations with efficient vendor allocation using SQL, reducing lead time by 40% and shipment costs by 15%, driving customer satisfaction and business growth.

Causal Analysis: Analyzed causal impact of Airbnb's 'Superhost' badge on occupancy rates using difference-in-differences estimation (p-value < 0.05) suggesting potential 3% causal relationship.

NLP Text Classification: Deployed content moderation system for Craigslist using NLP and ML techniques (Gradient Boosting, Random Forest), achieving 0.89 AUC, optimizing performance using TF-IDF, GloVe, and BERT embeddings.

SKILLS AND CERTIFICATIONS

Skills: Python, SQL, R, Microsoft Office Suite (Excel, Word, PowerPoint), Oracle, Snowflake, SAP, PowerBI, Tableau, Smartsheet, Jira, Lean, Minitab, @RISK, Hadoop, BigQuery, Optimization Modeling, AWS, Azure ML Studio, Power Query, Machine Learning

Certifications: Oracle SQL Certified Associate | AWS Certified Cloud Practitioner | Tableau Desktop Specialist | Associate Data Scientist in Python | Google Advanced Data Analytics | Certified Analytics Professional | Microsoft Azure Fundamentals (AZ-900)

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Spearheaded Publicity and Media relations department for Spring Spree Fest, one of India's top 10 cultural fests, managing \$150K USD budget and 25+ member team, resulting in a 50% year-over-year increase in footfall.
- Won 1st place in the 2023 Kaggle case competition for accurately predicting firm's bankruptcy probability.