

PAVAN GHANTASALA

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PROFILE

- Master of Science in Business Analytics student seeking a position in operations consulting and product management
- **Key Skills:** Lean Six Sigma, Analytics, Machine Learning, operations and supply chain management
- **Tools:** Python, R, SQL, Advanced MS Excel, SPSS, Power BI and Tableau

EDUCATION

Purdue University, Krannert School of Management **West Lafayette, IN**
Master of Science in Business Analytics and Information Management **May 2022**
Concentrations: Analytics and Operations

- Merit Scholarship

IIT Madras **Chennai, Tamil Nadu**
MBA, Operational Analytics **May 2020**

- Top 1 percentile in Operations, Analytics and Statistics courses
- Government Merit Scholarship

Andhra University **Visakhapatnam, Andhra Pradesh**
Bachelor of Technology, Electronics and Communication Engineering **May 2018**

- Government Merit Scholarship
- Industrial Training at All India Radio

PROFESSIONAL EXPERIENCE

Indian School of Business **Hyderabad, Telangana**
Research Associate **December 2020 – April 2021**

- Collaborated with Prof. Madhu Viswanathan in research on the multichannel attribution models, operations planning using machine learning
- Improved conversion rate by 20% accounting to \$2 Mn by developing Markov and Shapley value campaign attribution models
- Created R Shiny application for complete project lifecycle as a tool for a major pharmaceutical client in North America
- Served as teaching assistant to courses of Advanced Optimization, Supply Chain Analytics and Fraud Analytics

Indegene **Bengaluru, Karnataka**
Analytics Internship **June 2020 – November 2020**

- Streamlined and automated KPI reports and BI dashboards spanning 800+ projects, 50+ clients and 3 continents
- Delivered R&D dashboard to Business Excellence Unit Head enhancing visibility, co-ordination and project management. (Smart Sheets)
- Performed Ad-hoc reporting and requirements gathering meetings for tool development among internal teams

CGN Global **Bengaluru, Karnataka**
Summer Internship **May 2019 – July 2019**

- Developed a predictive model to identify best performing manufacturer rebate schemes and reinforce rebate impact on sales for world's largest agrochemical company
- Formulated a Linear Programming model to optimize rebate budget to meet sales target. Increased ROI on marketing budgets by 10% accounting to \$ 10 Mn
- Created a Visualization tool using Power BI for seamless data analysis, insights report and KPIs

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- **Positions of Responsibilities:** Chief Secretary - Hostels, Chief Co-Ordinator – Tech Festival Andhra University; Student Legislator and Public Policy Delegate – Indian Parliament; Project Manager – Nirmaan (Startup Incubator) - IIT Madras
- **Volunteering:** Policy and Research Intern - Foundation for Democratic Reforms, Hyderabad; Organizer - Generation Zaagruthi, Visakhapatnam; Strategy Consultant - Edggi; Member-Institute Finance Club; Event Manager - Shaastra; - IITM
- **Languages:** Advanced English, Native Telugu, Conversational Hindi
- **Certifications:** Lean Six Sigma Green Belt (KPMG), Financial Markets by Yale, Machine Learning by Stanford, Data Scientist with Python, SQL for Business Analysts, Tableau Fundamentals by Data Camp, Google Analytics