Pavitra Srinivasan

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Professional Experience

Statistical Analyst, Customer Assortment Analytics, Walmart Inc., Bentonville *Nov'16 - Present*

Developed dendograms using *hierarchical clustering and item association rules in R* to spot patterns in customer-item interactions, helping merchants determine popular product bundles. Performed *text mining* on key product attributes that drive customer behavior facilitating assortment decisions based on shopper preferences

Led the efforts to perform *k-means clustering algorithm* in R to identify store clusters based on category performance and competitor threat. Developed 3 X 3 matrix framework, to visualize the cluster interactions. *Principal component analysis* was conducted prior to clustering to reduce the dimensionality of the dataset

Techniques: Hierarchical and k-means clustering, principal component analysis, text mining, market basket analysis
R Packages: tm, cluster, arules, ggplot2 **Visualization:** Tableau **ETL:** Alteryx

Data Analyst, People Analytics, Walmart Inc., Bentonville *Aug '15 –Oct'16*

Developed a *multivariate regression model in SPSS* to quantify impact of a phased-out leadership development program on store employee turnover rate empowering talent development team to choose the right target audience

Developed *linear mixed effect model* to determine fixed and random effects that impacted merchant's performance. Led efforts to map cross-functional operational metrics to HR data helping the compensation team revamp merchant recruitment and performance evaluation efforts

Techniques: Multivariate regression, linear mixed effect model, hypothesis testing, ROI determination
R package: lme4 **Database:** Teradata, DB2

Engineer, Research & Product Development, FLSmidth Private Ltd India *Jul '12 –Jul'14*

Conducted market research to study the latest trends in the industry and benchmarked the organization's performance against the competitors, which were used to fund future product development initiatives

Personal Projects

Salary prediction: Built a binary classifier model to predict if the salary exceeded 50k based on the candidate profile. Overall, 82% prediction accuracy was achieved on the validation set.

Loan application status prediction: Compared the performance of random forest implementation against that of xgboost for predicting loan application status.

Student Profile Identification: Developed predictive model using *decision trees* in SAS miner to identify profile of students that are most likely to graduate and the supporting data exploration were in SAS visual analytics

Techniques: Xgboost, random forest, TF-IDF, word cloud, cross validation **R package:** xgboost, mlr

Education

Master's in Information Systems, University of Arkansas, CGPA 3.9/4.0 *Aug '14 – Aug '15*
Bachelor of Engineering - Electrical and Electronics, Anna University, CGPA 8.75/10 *Jun '08 – Apr '12*

Volunteering

Lead volunteer for Asia Pacific Associate Network resource group at Walmart
Co-founder of humans for AI non-profit, which aims to create a diverse workforce for the AI driven future
Student volunteer for Women in Technology (WIT) sessions at University of Arkansas