Anurag Koripalli

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EDUCATION

Daniels School of Business, Purdue University, West Lafayette, Indiana December 2025
Bachelor of Science Business Analytics and Information Management

SKILLS

Data Analysis Tools: Python (Pandas, Numpy), R, SAS Viya, SQL, Excel (PivotTables, VBA/Macros)
BI Tools: Power BI(DAX Studio, Power Query), Tableau, Looker
Cloud Tools: Azure, GCP
Certifications: PL-300, AI-900, IBM BI Analyst PC, Microsoft SQL Server PC

WORK EXPERIENCE

The Haan Museum of Indiana Art Lafayette, IN
BI Analytics Developer September 2025 - Present
- Architected a centralized analytics warehouse using MS SQL Server and BigQuery, designing dimensional models and data views to support reporting, ad-hoc analysis, and campaign performance tracking.
- Engineered a scalable star schema and executive-facing Power BI dashboards with 15+ standardized KPIs to monitor visitor behavior and program performance.
- Implemented a self-service analytics framework enabling marketing, operations, and development teams to independently explore standardized metrics and insights.
- Ensured BI reliability and business impact by validating source systems, enforcing KPI definitions, maintaining technical and user documentation, and translating insights into outreach strategies that increased visitor engagement by 20%.

Pizza Uncommon West Lafayette, IN
Operations Analytics Consultant October 2025 - December 2025
- Partnered with business stakeholders to analyze operational performance data using Excel-based models (PivotTables, Power Query, advanced formulas) to evaluate order volume, cycle times, throughput, and peak vs. off-peak performance.
- Developed and optimized T-SQL queries and stored procedures to structure and aggregate transactional data across order intake, preparation, and fulfillment processes, supporting accurate and timely reporting.
- Defined, calculated, and validated key operational KPIs (utilization, wait time, flow time, bottlenecks) by integrating SQL outputs into structured analytical datasets for downstream analysis.
- Delivered data-driven insights and recommendations to improve staffing alignment and process efficiency, supporting decision-making under demand variability and operational constraints.

Krenicki Center for Business Analytics and Machine Learning West Lafayette, IN
AI Business Analyst June 2025 - November 2025
- Partnered with a global food services company to translate machine learning and optimization model outputs into trusted, actionable insights to support pricing, promotion, and planning decisions.
- Designed and delivered 5+ training sessions to upskill 30+ planners in interpreting AI-driven forecasts, scenario outputs, and key drivers for use in real-world planning and decision-making.
- Built and maintained analytics pipelines to ingest, transform, and validate millions of sales, promotions, and inventory records, applying data quality checks and feature engineering to ensure reliable inputs for forecasting models and KPI reporting.

SAS Institute - Purdue University West Lafayette, IN
Student Data Analyst January 2025 - May 2025
- Built financial risk analytics models in Python and SAS Viya to evaluate 6,000+ consumer loan applicants, supporting credit decisioning and portfolio risk assessment for retail banking use cases.
- Applied logistic regression, decision trees, and gradient boosting to improve classification accuracy (91.22%), enabling more consistent, data-driven financial decisions.
- Analyzed and communicated key risk drivers and performance trends to non-technical stakeholders, translating model outputs into actionable insights for business and finance teams.