SUGHOSH SANJAY DURG

West Lafayette, Indiana 47906 | (217) 714-9707 | sdurg@purdue.edu | LinkedIn | sughoshdurg.github.io

PROFILE

Data storyteller with a passion for decoding complexity and channeling insights into clear, actionable strategies. Proven experience in crafting data-driven solutions and driving decisions that move the needle. Brings strong analytical thinking and a results-driven mindset to support business growth through measurable impact.

- *Skills* – Data Analytics, Data Visualization, Machine Learning, Cloud Computing, and Data Engineering
- *Tools* – Python, SQL, Power BI, Pandas, NumPy, Amazon Redshift, AWS, GitHub, Jira, Prefect
- *Certifications* – AWS Certified Cloud Practitioner and Google Data Analytics Professional

EDUCATION

Purdue University, Daniels School of Business   **West Lafayette, IN**
Master of Science in Business Analytics & Information Management   **August 2025 – December 2026**

B.M.S. College of Engineering   **Bengaluru, India**
Bachelor of Engineering in Information Science and Engineering   **August 2019 – August 2023**

PROFESSIONAL EXPERIENCE

Eli Lilly and Company   **Bengaluru, India**
Associate Consultant   **March 2025 – July 2025**

- Developed Data-as-a-Product (DaaP) solutions to standardize Media Monitoring and Executive dashboards across business units, enhancing reporting consistency and cutting down manual data prep by 35%.
- Re-architected the ETL engine to improve performance, boosting data processing speed by 30% for high-volume pipeline delivery.
- Led data migration to unify 5+ disparate sources into a single source of truth, driving a 30% gain in data consistency and 40% faster reporting turnaround.

Associate   **July 2023 – February 2025**

- Automated data pipelines, enabling real-time notifications and minimizing manual monitoring by 80%.
- Developed and integrated R-based quality checks that identified and addressed 40% of recurring data issues, refining inputs used in Marketing Mix Models resulting in a 45% gain in accuracy.
- Authored business rule documents, high-level design, and architecture documentation for key data initiatives, fostering cross-team alignment and enabling 25% faster onboarding.

Intern   **March 2023 – June 2023**

- Automated weekly load of patient-centric data, saving 10 hours in manual effort weekly, and developed a Power BI dashboard, accelerating data validation by 60%.
- Revamped patient-level analytics QA framework by detecting anomalies and implementing validation logic, amplifying data accuracy by 40% across four key reporting streams.
- Implemented solutions to streamline data pipelines in partnership with cross-functional teams, elevating workflow efficiency by 30%.

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Student Data Scientist at Krenicki Center for BA and ML at Daniels School of Business, Purdue University
- Recipient of RISE Award (Q2 & Q3 2024, Q1 2025) at Lilly Bengaluru for individual excellence and high-impact contributions.
- Awarded GOSO Platinum Project of the Year 2023 and 2024 for Operational Excellence at Eli Lilly
- Collaborated with Hewlett Packard Enterprise through the Technology Partnership Program in 2022
- Promoted higher education awareness in underrepresented schools and led tree plantation drives with Kshiti Foundation Trust to support community sustainability.