

SRUTHI KRISHNA C

Data Analytics | HR & People Analytics | Business Analytics
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PROFESSIONAL SUMMARY

MBA candidate (Data Analytics, Pondicherry University, CGPA 8.34/10) with end-to-end experience in employee analytics, HR data pipelines, and executive-level reporting. Processed 12,493 employee survey responses across 7 global entities; redesigned the enterprise engagement survey from 33 to 23 questions; built HDI-framework composite indices; and executed Python pipelines spanning descriptive stats, correlation analysis, multifactor ANOVA, driver impact analysis, and NVivo thematic coding — presenting actionable findings to Global CHRO and HR leadership across India, Singapore, UK, and US. Key outcomes: overall Engagement Index of 0.77, 99% Customer Focus score, and hidden dissatisfaction uncovered in 2 high-performing entities. Also delivered a recruitment funnel analysis across 731 candidates (1.8% selection rate) and built Logistic Regression and Decision Tree predictive models. Combines Python, SQL, Power BI, Tableau, and NVivo with a consistent focus on translating complex data into leadership-ready decisions.

WORK EXPERIENCE

Analytics Intern | TVS Supply Chain Solutions (TVS SCS) | Chennai, Tamil Nadu Jan 2026 - April 2026

- Redesigned the annual Vibe engagement survey from 33 to 23 questions (30% reduction) using Gallup and Qualtrics benchmarks; structured across 4 dimensions: 11 Engagement metrics, 7 Experience metrics, 3 KPI measures, and 2 open-ended qualitative questions — eliminating redundancy while preserving full analytical coverage
- Administered end-to-end SurveyMonkey deployment across 7 global entities (India Executives, India Staff, Europe, North America, GFS, COE & WDSI, Global Corporate); localised into multiple languages and achieved 88% voluntary participation — 12,493 of ~14,200 employees — over a 10-day window
- Processed and standardised 12,493 survey records: converted 4-point Likert responses to numeric variables, standardised 0–10 NPS ratings, removed duplicates, validated completeness, anonymised employee data, and translated multilingual responses for Python-ready analysis
- Constructed Employee Engagement Index (EI) across 4 pillars — Basic Needs (0.78), Individual (0.75), Growth (0.75), Teamwork (0.73) — using HDI-inspired geometric mean; built Experience Index (XI) across 7 drivers using arithmetic mean normalisation; overall EI: 0.77 (mean score: 3.25/4)
- Executed full statistical pipeline in Python: descriptive stats, correlation analysis, multifactor ANOVA, hypothesis testing, and driver impact analysis — identifying top engagement dimensions: Customer Focus (99%), Discretionary Effort (98%), Organisational Goals (97%), and surfacing Europe as a risk region (40% promoters, 19% detractors vs India's 79% promoters)
- Conducted qualitative analysis in NVivo (thematic coding, sentiment analysis, socio-emotional analysis) across open-ended responses; surfaced compensation concerns and hidden dissatisfaction in 2 high-performing entities flagged as high-risk despite above-average quantitative scores
- Developed interactive Power BI and Dash dashboards covering Engagement Index, Experience Index, KPI monitoring, entity-wise heatmaps, and driver analysis; presented findings to Global CHRO, GCEO, and HR heads across India, Singapore, UK, and US
- Validated Snowflake Cortex AI HR querying agent (Sidekick): designed 20+ prompt test scenarios, benchmarked accuracy and response latency, identified root causes of errors, and delivered risk-framed UX improvement recommendations.

TechMaghi HR Intern | TechMaghi | Kochi, Kerala May 2025 - Jun 2025

- Managed end-to-end campus recruitment cycle for Business Development Executive roles — screened 731 applications (22.8% pass rate), facilitated 101 interviews (60.5% conversion), and drove selection of 13 hires (1.8% overall selection rate); 7 of 13 final hires (54%) were independently shortlisted candidates.
- Conducted multi-stage candidate pipeline: telephonic screening → interest confirmation → interview observation; outreach spanned 40+ colleges via HODs and placement coordinators
- Maintained structured recruitment datasets in Excel, tracking all funnel stages; prepared documentation for compliance and operational reporting
- Administered post-selection onboarding: communicated KRAs, compensation and benefits details; prepared offer letters and internship certificates; served as primary contact for all new joiners.

PROJECTS & SIMULATIONS

Employee Analytics : Vibe Survey - TVS Supply Chain Solutions

- Processed 12,493 survey records across 7 global entities — cleaning, encoding, anonymising, and standardising multilingual responses for Python and Power BI pipelines
- Constructed EI (11 engagement variables, 4 pillars, geometric mean) and XI (7 experience drivers, arithmetic mean); overall EI of 0.77 with pillar scores ranging 0.73–0.78; identified Customer Focus (99%), Discretionary Effort (98%), and Organisational Goals (97%) as top-performing dimensions
- Flagged hidden dissatisfaction in 2 high-performing entities via gap analysis between quantitative scores and NVivo qualitative themes; delivered Power BI + Dash dashboards and an executive report to Global CHRO with recommendations on compensation transparency, growth pathways, and communication gaps.

Recruitment Data Analysis & Predictive Modelling - TechMaghi

- Cleaned and preprocessed multi-source recruitment datasets (applications, screening calls, interview outcomes) in Python and Excel; funnel analysis identified 2 critical drop-off stages reducing pipeline efficiency by ~30%
- Built Logistic Regression and Decision Tree models (CRISP-DM framework) to predict candidate selection likelihood; outputs used to

prioritise outreach in subsequent hiring cycle

Data Analytics Job Simulation – Deloitte Australia Forage

- Completed professional analytics simulation covering data interpretation, forensic analysis, structured problem-solving, and business reporting in a consulting context.

EDUCATION

Master of Business Administration (MBA) in Data Analytics	CGPA: 8.34/10
Pondicherry University, School of Management, Puducherry	2024 – 2026
Bachelor of Science (B.Sc.) in Mathematics	CGPA: 6.96/10
St. Mary’s College, Thrissur (Affiliated to Calicut University)	2021 - 2024

LEADERSHIP & EXTRACURRICULARS

Synaptics, Pondicherry University Committee Head, Core & Design Team member	2024–2026
<i>Committee Head (24–25):</i> Managed event logistics & team operations for a 2-day fest with 300+ participants. <i>Core & Design Team (25–26):</i> Supported event planning, scheduling, & coordination across teams, improving workflow clarity.	
Placement Cell, Pondicherry University	May – Sep 2025
<i>Design & Analytics Team Member:</i> Developed the official placement brochure and supported data analysis for reporting	
TEDx, Pondicherry University	Sep 2025
<i>Event Coordination & PR Team:</i> Managed logistics, registration tracking, and event promotion	

CERTIFICATIONS

- Deloitte Australia Data Analytics Job Simulation — Forage (Jun 2026)

TECHNICAL SKILLS & COMPETENCIES

- Analytics & BI:** Python (Pandas, Scikit-Learn), SQL, Power BI, Tableau, Advanced Excel.
- People & Workforce Analytics:** Survey Design & Administration, Employee Engagement & Experience Analytics, NPS & Engagement Index Construction, Workforce Segmentation, Recruitment & Funnel Analytics
- Statistical Analysis:** Exploratory Data Analysis (EDA), Correlation Analysis, Hypothesis Testing, ANOVA, Predictive Modeling, Root Cause Analysis
- Data Management:** Data Cleaning, Data Validation, ETL Processes, Data Transformation
- Qualitative & AI Analytics:** NVivo (Thematic Coding, Sentiment & Socio-Emotional Analysis), AI-Assisted Qualitative Analysis, Snowflake Cortex AI Validation, Prompt Engineering & AI Testing
- Data Visualization & Reporting:** Dashboard Development, KPI Reporting, Data Storytelling, Stakeholder Presentations
- Tools & Platforms:** SurveyMonkey, Snowflake, Canva
- Languages:** English (Fluent), Malayalam (Native), Hindi, Tamil.