

SUGHOSH SANJAY DURG

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PROFILE

Data storyteller with a passion for decoding complexity and channeling insights into clear, actionable strategies. Proven experience in identifying patterns, 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 Analysis, Data Visualization, Machine Learning, Cloud Computing, and Data Engineering
- **Tools** – Python, SQL, Tableau, Pandas, NumPy, Amazon Redshift, AWS, GitHub, Jira, Prefect
- **Certifications** - Google Data Analytics Professional Certificate and Amazon ML Summer School

EDUCATION

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

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

- Recipient of RISE Award (Q2 & Q3 2024, Q1 2025) at Lilly Bengaluru for individual excellence and high-impact contributions.
- Awarded Platinum Project of the Year 2023 and 2024 for Operational Excellence in Eli Lilly's Dynamic Targeting initiative.
- 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.