

Srujith Kapuluri

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EXPERIENCE

Manager, Data Science and AI | *Legends Global* | Frisco, TX Apr 2026 - Present

- Developed Bayesian demand forecasting and dynamic pricing models using PyMC across live events, delivering probabilistic real-time predictions that optimize venue revenue and inventory allocation decisions across all verticals
- Owned end-to-end ML pipeline from feature engineering through model deployment across ticketing, F&B, merchandise, and sponsorship verticals, working closely with engineering and BI teams on Azure and Databricks

Senior Data Strategy Analyst | *Dallas Trinity FC* | Dallas, TX Aug 2025 - Apr 2026

- Served as sole technical owner of the full club analytics infrastructure, architecting a Snowflake star-schema warehouse that unified ticketing, CRM, marketing, and revenue data for reliable cross-functional forecasting
- Built Python and SQL ensemble models for attendance forecasting and fan behavioral segmentation, translating model outputs into dynamic pricing experiments and executive-level sponsorship valuation inputs for club leadership each season

Data Scientist, Global Markets | *Nike* | Beaverton, OR May 2025 - Aug 2025

- Engineered SKU-level demand forecasting models in Python and SQL on large-scale transactional datasets, improving global product allocation planning accuracy and reducing stockout risk across multiple key regional markets
- Automated a Snowflake-based weekly reporting pipeline with embedded data quality validation checks, reducing executive reporting preparation time and ensuring consistent data integrity across finance and global sales operations

Marketing Science Intern | *Meta* | Menlo Park, CA May 2024 - Aug 2024

- Designed and analyzed A/B tests using causal inference and difference-in-differences frameworks across large-scale user-level ad impression data to precisely measure incremental campaign lift for key advertiser marketing partners
- Built audience segmentation models in Python using behavioral signals and lookalike modeling techniques, measurably improving advertiser targeting precision and reducing wasted paid impressions across social media advertising campaigns

EDUCATION

Master of Science, Business Analytics Dec 2025

University of California, San Diego - Rady School of Management | GPA: 3.71

Bachelor of Science, Business - Management Information Systems Aug 2024

University of Idaho | Minor: Business Analytics | Cum Laude

PROJECTS

Hot Hand Hypothesis: Myth or Reality 2024

- Applied chi-square tests and conditional probability models in Python across thousands of sequential NBA shooting records to evaluate whether player shooting streaks statistically exceed expected random baseline behavior
- Built interactive Plotly dashboards visualizing per-player conditional hit rates and full streak length distributions, translating complex probability model outputs into a clear and accessible narrative for non-technical audiences

Market Research Analysis: The Investor's Dilemma 2024

- Developed conjoint analysis and multinomial logit discrete choice models in Python and R to systematically rank consumer preference drivers and identify the highest-conversion investor segments from structured survey data
- Delivered a simulation-backed sensitivity analysis and investor segment targeting framework in R, identifying the two attributes with the strongest measurable influence on conversion probability across five behavioral profiles

SKILLS

Languages and Tools: Python, SQL, R, PyMC, Pandas, NumPy, scikit-learn, PyTorch, Plotly, Tableau, Power BI, dbt, Airflow, Git

Data Engineering: ELT/ETL pipelines, Bayesian modeling, ML, A/B testing, dimensional modeling (Kimball), feature engineering

Platforms: Snowflake, Azure, Databricks, BigQuery, AWS, Salesforce CRM, Paciolan, Google Analytics

Certifications: Data Manipulation with Python and Pandas, Customer Analytics (UPenn), CI/CD Workflows

AFFILIATIONS AND LEADERSHIP

Co-Director of Marketing and Communications, Rady Data Analytics Club, UC San Diego Oct 2024 - Dec 2025

Research Analyst, Eclipse Analytics, UC San Diego Feb 2025 - Dec 2025