



Harikrishnan TS

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Summary

Dynamic professional operating at the intersection of technology, analytics, strategy and operations with experience spanning retail, e-commerce, and consulting. Experienced in building data pipelines, ML models, and recommendation systems that shaped product and the broader business strategy, drove process improvements which translated to measurable revenue growth, cost savings, and operational efficiency across cross-functional environments.

Professional Experience

Sr Sourcing Analyst | Target | Bangalore

- Led capacity and capability transfer from Minneapolis to Bangalore, improving data visibility and curating insights for review meetings and vendor meetings within the \$5 Billion F&B Owned Brands team, resulting in dashboards saving 500 hours annually. Was awarded the "Rookie Rockstar" award for this contribution within my first 3 months in the role.
- Built a recommendation model for the buying team that aided in shaping the product assortment strategy for FY2027 using a combination of sales, reliability, and market share metrics. Presented a projected sales increase of approximately \$7 Million.
- Drove vendor setup process optimization by identifying bottlenecks and providing suppliers with more information upfront, streamlining operations, enabling more efficient follow-ups and touch bases, and ultimately reducing supplier setup time from 12 weeks to 4 weeks for over 70% of setups, thus enhancing speed to market.
- As part of my process optimization initiatives, I built a macros tool from scratch for automated mass communication to vendors at key stages of the product commercialization process. This automation saved close to 60 hours annually for the Target India team and reduced manual errors in communications by 100%.
- Devised a vendor chargeback dispute mechanism from scratch by engaging with multiple stakeholders across teams and suppliers. What began as a structureless, ownerless problem was tackled step by step, and over the year the mechanism I devised was adopted by the larger team to handle chargeback disputes from suppliers. This saved the sourcing team 120 hours annually and presented potential cost savings of \$1.2 Million for the category. Was awarded the "Above & Beyond" award for this project.
- Contributed to FY2026 sourcing strategy by analysing vendor count, countries of sourcing, and other metrics to evaluate the health of the current sourcing strategy, accounting for macroeconomic changes such as tariffs and ongoing conflicts. Presented findings and insights to Directors and Senior Directors.
- Built various ad hoc dashboards and playbooks and executed data curation requests for the larger team. Helped prepare data and insights for meetings with senior leadership, vendor negotiation meetings, and cross-functional meetings. These data products significantly enhanced the quality of decision-making and reduced preparation time for the stakeholders involved.
- Played an active role in new team member onboarding by creating content and documentation and actively participating in training. This paved the way for the transfer of 100% of capabilities from Minneapolis to Bangalore across all capabilities piloted initially.

Business Data Analyst | Zomato | Bangalore

- Founding Business Data Analyst for Sourcing teams in the Proteins and Dairy categories, which together drove INR 25Cr in monthly revenue. Conducted weekly meetings and RCA of out-of-stock items and provided inventory seasonality updates.
- Automated a data pipeline using SQL and Google Sheets from scratch, reducing manual effort by 25 person-hours daily and driving continuous improvements in key metrics such as Sales, Margin, and Out-of-Stock rates. Conducted daily business review meetings to monitor financial and reliability metrics and perform RCA of regions or products falling behind target run rate.
- Leveraged Zomato and Hyperpure data to identify restaurant leads, estimate basket sizes, and launch targeted marketing campaigns and sales team pitches. Conducted nuanced analysis using restaurant cuisine, most-ordered dishes, and order volume to filter leads for the sales team. The sales team then pitched Hyperpure products to restaurants, increasing monthly order volume by 11%. Used Hyperpure data to identify restaurants that had stopped ordering from the platform, bucketed them into tiers by probable conversion likelihood, which regional managers used to reach out, understand their concerns, and win back orders.
- Partnered with the Category and Product teams to increase app screen space for well-performing dairy categories to further boost their visibility and sales. During festival months, collaborated with the Category and Product teams to identify specific dairy products to be promoted, based on customer demand, past performance, year-on-year reliability improvements, and macroeconomic factors. This data was used to negotiate more competitive prices with vendors. Dairy category revenue grew by nearly 50%, from INR 16Cr to 24Cr per month over one year, as a result of these combined efforts.
- Worked with the Finance and Product teams to identify errors in the data flow that were affecting downstream financial reporting. Continuous fixes ensured category sales and margins were accurately reported, correcting discrepancies of 2–5% from true figures.
- To improve ease of business decision-making, built a one-stop master dashboard consolidating financial, reliability, and volume metrics in a single view. This enabled category and regional managers to quickly synthesize the situation and draw

actionable insights, saving close to 25 person-hours daily. The improved decision-making contributed to combined Proteins and Dairy category revenue growing from INR 24Cr to 38Cr per month within a year.

- Built a website using ReactJS for a long-standing vendor partner to help streamline their factory operations.
- Over the year, built multiple dashboards and data views on ad-hoc request for the team in quick time. These efforts reduced valuable time spent on data curation, improved quality of data being viewed by the team and consequently improved their decision making on a daily basis and also made the team as a whole more data savvy.

Data Scientist | Positive Integers | Chennai

- Developed a non-conventional Decision Tree algorithm for a \$2B tyre manufacturer, identifying process conditions that led to low uniformity, reducing unsatisfactory tyres by 7% and saving \$3M annually.
- Led a team of 3 on a project for the Indian arm of a \$2.5B clean energy manufacturer, using clustering algorithms to identify high-conversion leads based on demographic factors, improving the lead-to-sale conversion rate by 4 times, from 3% to 12%.
- Within the first couple of weeks of joining, was responsible for the knowledge transfer of a model built by a colleague to the client. As the colleague was leaving the company, I took on the responsibility of understanding the problem statement, the code, and edge cases, and presented it to the client. The client expressed immense satisfaction with the product. Since the project was worth approximately ₹1 Cr and involved a long-standing client, it was crucial that the knowledge transfer was executed smoothly.
- Was part of the team that built a model for a hospitality chain to analyze table turnover rates using CCTV footage. Used Convolutional Neural Networks to execute this model and provided the client with actionable insights and recommendations, increasing restaurant table turnover rates by 10–12% per month.
- Was part of a 2-member team engaged by a leading ₹5,000 Cr/year consumer goods manufacturer to build a model forecasting sales and aiding inventory planning for select verticals. Used Logistic Regression to fit the variables into the model with an accuracy of 98.3%, thereby helping the client efficiently plan their inventory and distribution channels.

Education

PG Diploma in Advanced Studies and Research – Ashoka University | Delhi-NCR

Bachelor of Science, Computer Science - Ashoka University | Delhi-NCR

Accomplishments and Awards

- Quarterly “Above & Beyond” award at Target for my contributions to building the Chargeback dispute resolution process from scratch creating cost saving potential of \$1.2 Million for the category
- Awarded the “Rookie Rockstar” award within 3 months of joining Target for building a large-scale dashboard for sales and reliability metrics that aided strategic decision making and resulted in savings of 500 hours annually.
- Co-authored a paper, "Trenchcoat: Human-Computable Hashing Algorithms for Password Generation" at the International Conference on Cryptology and Network Security (Springer), proposing strong password creation techniques

Co/Extra-curricular

- Competed in multiple national and international Ultimate frisbee tournaments and captained the Ashoka University Ultimate Frisbee team, leading them to victory at the National College Ultimate Championships in 2018.
- Runners-up; represented Karnataka in the Bharat trophy Ultimate Frisbee Championships.
- National Level Musician – performed numerous concerts since 2011 in prestigious venues including The Music Academy, Madras.
- Secured Best Mridangist Award from The Music Academy, Madras, and All India Radio.