




# MANUSHREE SANNATHIMMAPPA

DATA SCIENCE | BUSINESS INTELLIGENCE

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<https://manushree-sannathimmappa.github.io/> 

## MOTIVATION

*I influence decision makers showcasing the data behavior and patterns. I communicate clearly and concisely with data, and how they drive business outcomes.*

## EDUCATION

### Master of Science - Business Analytics

Aug 2020 - May 2022

California State University East Bay, California, USA

### Bachelor of Engineering - Information Science

Jul 2007 - Jul 2011

Visvesvaraya Technological University, Bengaluru, India

## SKILLS & TOOLS

**Programming:** Python (Base, Pandas, Numpy, Matplotlib, Scikit-Learn, Keras), SQL.

**Machine Learning:** Linear Regression, Logistic Regression, Decision Trees, Random Forest, KNN, k-means, PCA, Association Rule Learning, Causal Impact Analysis

**Tools and Industry Knowledge:** Github, MS Office, AWS, Tableau, Spyder, Agile, Statistics

## EXPERIENCE

### Data Scientist - Graduate Research Assistant

Nov 2021 – Apr 2022

California State University Easy Bay

Research on **legal case data** filed by employees with epilepsy facing discrimination at workplace. Performed **statistical analysis using ML** helping research to **quantify the support required for reasonable accommodation**.

### Module Data Lead - Human Machine Interface

Aug 2018 – Feb 2020

Elektrobit Automotive GmbH

- **Defined metrics** at organization level resulting in 85% **increase in data availability** by 6 months.
- **Created automated and interactive dashboards** to generate a dynamic weekly report that helped senior management investigate **delivery performance** and diagnose potential issues.
- **Trained** up to 70% of new joiners and 20% of total employees in **Agile** methodologies.

### Assistant Manager - Data Centre of Excellence

Apr 2015 - Jul 2018

Altran

- **Built predictive models using ML** - Multiple Linear Regression and Logistic Regression that estimated project team's Defect Leakage to customers with an average prediction performance( r-squared 92%). This led to reorganizing team structure and **increase in code reviews** by 80% and implementing code review tools.
- Analyzed several team's performances by **conducting A/B Testing** using Paired sample t-test. This led to gauging whether actions taken were effective or not.
- Created Organization and domain-specific **Performance Baselines using statistical techniques**. This led to improvement in data tracking by 60% and analyze their performance against the baseline.
- **Coached** 40% of teams on Agile transformation which led to better collaboration among the stakeholders.

### Software Engineer - Metrics Data Council

Sep 2011 - Apr 2015

HCL Technologies

- **Built several predictive models using ML** - Multiple Linear Regression that estimated project team's productivity, overall cycle time and Defect Density with an average prediction performance( r-squared 85%). This led to improvement in team's planning and delivery **increasing new projects from customer by ~ 20%**.
- **Initiated data tracking** and **retrospectives** in a major Delivery Unit with a headcount of 800 which helped projects' **delivery performance by 30%**.
- Conducted **Hypothesis Testing- A/B Testing** using Chi Square and t-tests which led to identifying process gaps and innovation. **60% increase** in team members who came with **customer value-creation** ideas.

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## PROJECTS

### Deep Learning Image Search Engine

Used [Transfer Learning in Convolutional Neural Network](#) to build a Deep Learning based Image Search Engine that will help customers find similar shoes with an image.

### Quantifying Sales Uplift With Causal Impact Analysis

Using [Causal Impact Analysis](#) to analyze & understand the sales uplift of customers that joined the new campaign.

### "You Are What You Eat" Customer Segmentation

Used [k-means clustering](#) on grocery transaction data to split out customers into distinct "shopper types" that could be used to better understand customers over time, and to more accurately target customers with relevant content & promotions

### Alcohol Product Relationships

Used [Association Rule Learning](#) to analyze the transactional relationships and dependencies between products in the alcohol section of a grocery store.

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## AWARDS AND CERTIFICATIONS

- [Hats-off Award](#) demonstrating an impeccable sense of responsibility and going beyond the call of duty.
  - [Top 10 BSPIN Lean Agile Transformation Award](#) showcasing a case study in innovation and collaboration.
  - [Honored in COO's recognition](#) to have successfully implemented prediction models that led to improvement in project's efficiency.
  - [Six Sigma Green Belt](#) - by Indian Statistical Institute successfully demonstrating project improvements.
  - [Certified Scrum Master](#) - enabled and coached teams for implementing Agile's best practices.
  - [Certified Data Science Professional](#) - successfully implemented the projects using Machine Learning and Deep Learning algorithms in Python.
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