




# MANUSHREE SANNATHIMMAPPA

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

## DATA SCIENCE | BUSINESS INTELLIGENCE

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**MOTIVATION** *I am passionate about [solving business problems](#) using Data Science. I creatively use my skillset to [add tangible value](#) to the team and the business. I am constantly learning, and practice [continual improvement](#).*

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**SKILLS & TOOLS**

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

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

**Other:** Statistics, Github, Data Visualization, MS Office, Agile, AWS, Tableau, Spyder, Jupyter Notebook

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**EXPERIENCE**

**Module Lead - Elektrobit Automotive**  
AUG 2018 – FEB 2020

- [Created metrics at organization level](#) which led to educating employees about the need and importance of data.
- [Created automated and interactive dashboards](#) to generate a dynamic weekly report that helped senior management understand and investigate trends over time, and diagnose potential issues.
- Trained up to 70% of new joiners and 20% of total employees in [Agile](#) methodologies.

**Assistant Manager - Altran**

APRIL 2015 - JULY 2018

- [Built predictive models using 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 and implementing code review tools.
- Analyzed several team's performances by conducting [AB 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 Outlier Analysis](#). 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 Quality Engineer - HCL Technologies**


SEPTEMBER 2011 - APRIL 2015


- [Built several predictive models using 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 by ~ 20%.
  - [Initiated data tracking and retrospectives](#) in a major Delivery Unit with a headcount of 800 which helped projects's delivery performance by 30%.
  - Conducted [Hypothesis Testing- AB Testing using Chi Square and t-tests](#) which led to proposing changes to team's structure and identify needs needed for improvement.
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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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## EDUCATION

### Master of Science (Business Analytics)

2020 - 2022 - California State University East Bay, California, USA

### Bachelor of Engineering (Information Science)

2007 - 2011 - Visvesvaraya Technological University, Bengaluru, India

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## AWARDS AND CERTS

- [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.
- [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.