




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 - Grade 3.9

Aug 2020 - May 2022

California State University East Bay, California, USA

Bachelor of Engineering - Information Science - Grade 3.6

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 East 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

- **Solved low quality and inaccurate data problem** by re-defining metrics and cleaning data at organization level resulting in 85% increase in functional and serviceable data availability by 6 months.
- **Created automated and interactive dashboards from complex systems** using ETL to generate a dynamic report that helped senior management investigate delivery performance and diagnose potential issues.
- **Trained** up to 70% of employees in **Scrum** improving **self-organization** and **effective communication**.

Assistant Manager - Data Centre of Excellence

Apr 2015 - Jul 2018

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- Built **predictive models by processing large datasets** using supervised ML algorithms that estimated Defect Leakage to customers with an average prediction performance(adj r-squared 92%). This led to increase in code reviews by 80% and implementing Github and Collaborator code review tools.
- Analyzed several team's performances by **A/B Testing** using Paired sample t-test. This led to gauging the improvement actions and reorganizing team structure.
- Created Organization and domain specific **Performance Baselines using statistical techniques**. This led to approaching new customers with a proven track record and **winning the proposals worth ~\$5M business**.
- **Initiated knowledge sharing workshop and coached** team on statistics and predictive modelling.

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(adj r-squared 85%). This led to improvement in team's planning and delivery **increasing new projects from existing customers by ~ 30%**.
- **Solved high cost data solutions** by aligning with business goals by implementing a strategic plan in a major Delivery Unit with a headcount of 800 **saving the budget by 20%**.
- 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 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.

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 and creating baselines that led to new business opportunities and improvement in project's efficiency.
 - [Six Sigma Green Belt](#) - from Indian Statistical Institute for 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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