Srinidhi Manikantan (Sri)

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EDUCATION

Carnegie Mellon University — Pittsburgh, PA
Master of Science in Data Analytics for Science (GPA: 4.26/4.00) — May 2024

National University of Singapore — Singapore
Bachelor of Science with Honors in Life Sciences and a minor in Public Health (GPA: 3.5/4.0) — Dec 2019

LEADERSHIP EXPERIENCE

Students Using Data For Social Good | Carnegie Mellon University — Pittsburgh, PA
Project Manager with Women's Center & Shelter of Greater Pittsburgh (WC&S) — Aug 2023 - Current
- Engineered a robust automation framework utilizing **Tableau Prep** and **Tableau Desktop**, reducing data processing time by 50% and streamlining client information management through **Salesforce CRM** integration
- Led comprehensive training sessions for 30+ CMU students in **Salesforce** and **Tableau Desktop/Prep**
- Conducted in-depth data analysis on client's raw data to provide insights on demographics of domestic violence survivors and evaluated program effectiveness, presenting key insights to WC&S Board of Directors

ACADEMIC PROJECTS

Data Lead | Capstone Project with NBC Sports — Jan 2024 - Current
- Utilizing **Brandwatch** and **ViralMoment** to analyze social media data for the Paris Olympics, crafting data-driven marketing strategies and presenting audience insights to NBC Senior Leadership.

Data Lead | Capstone Project with Bristol Myers Squibb (BMS) — Jan 2024 - Current
- Building data pipelines to extract vital insights from scanned historical batch records to enhance drug manufacturing processes, leveraging **Google's Tesseract OCR**, NLP tools like **Spacy** and LLMs like GPT and BERT

PERSONAL PROJECTS

CMU Google Hack-a-thon (focusing on Large Language Models) - github.com/Sriiinini/GoogleHackathon — Oct 2023
- Received <u>Honorable Mention from Google, placing among the Top 5 contestants out of over 20 Teams</u>
- Developed an interactive LLM chatbot with a team of 4, leveraging **Google's AI tools (MakerSuite and PaLM API)** to deliver personalized restaurant recommendations based on user preferences

Data Science Internship with British Airways (through Forage) - github.com/Sriiinini/BA-Internship — Dec 2023
- Applied web scraping techniques with **Beautiful Soup** and **Natural Language Processing** to analyze textual customer reviews, employing advanced analytics like topic modeling and sentiment analysis for valuable insights
- Attained a 90% accuracy rate in predictive modeling of customer purchasing behavior by deploying advanced machine learning algorithms including **XGBoost** and **Random Forest,** using Python's **Scikit-learn** framework

Unveiling Insights of Singapore's COVID Pandemic (2020-2021) - github.com/Sriiinini/CovidSG-Project — Sep 2023
- Conducted end-to-end analysis in **Python**, utilizing **Google Geolocation API** for precise location mapping
- Independently learned and applied **Power BI** to create dynamic and interactive visualizations

WORK EXPERIENCE

Ministry of Health — Singapore
Manager at Ageing Planning Office (APO) — Jul 2021 - May 2023
- Developed and implemented a comprehensive data collection plan to track the impact of Singapore's action plan for successful aging, presenting the ideas at high-level meetings with Singapore Ministers
- Collaborated with cross-functional teams to conduct in-depth analysis on over 200 seniors' behaviors towards aging, uncovering insights that steered evidence-based policy changes in the aged-care sector

Team Lead at Contact Tracing and Quarantine Operations — Jul 2020 - Jun 2021
- Managed a team of 20 new analysts to process and analyze over 1 million data entries at once, ensuring accurate fulfillment of swab and quarantine requirements for COVID cases and close contacts within a strict timeline.
- Designed and maintained a centralized database for comprehensive case management, used data visualization techniques to generate summary statistics for daily public reporting

SKILLS

Programming Languages: Python (Pandas, Numpy, Sci-kit Learn, Pytorch, PySpark), SQL, MATLAB and R
Visualization Tools: Tableau, Power BI, ArcGIS, Gephi, Microsoft Office Suite (Word, PowerPoint and Excel)