

ADITHYA DAINE MANJUNATH

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PROFESSIONAL SUMMARY

Data Analyst with 3+ years of experience converting complex datasets into strategic, actionable insights. Proven expertise in SQL, data visualization tools, and predictive modeling, consistently driving cost reductions and operational improvements. Skilled in tailoring analyses to customer needs and developing impactful dashboards and automated pipelines that support informed decision-making.

EDUCATION

Illinois Institute of Technology

Masters, Information Technology and Management

May 2025

- GPA:** 3.9/4.0
- Coursework:** Programming for Data Analytics, Data Management, Data Mining and Machine Learning, Data Warehousing, Statistical Analysis, Business Innovation

WORK EXPERIENCE

Beats By Dre

Jul 2024 - Aug 2024

Data Analyst (Summer Apprenticeship)

- Conducted statistical analysis on 75+ consumer interviews using K-means clustering to segment customers into 4 personas, aligning findings with business objectives and increasing targeted campaign effectiveness by 35%.
- Built logistic regression models achieving 88% accuracy to predict consumer satisfaction, providing actionable recommendations for proactive customer retention and reducing churn risk by 22%.
- Designed and maintained customer-facing Tableau dashboards that translated market insights into executive recommendations, identifying \$2M+ revenue opportunities while implementing quality control measures.
- Analyzed consumer purchase journey data across digital touchpoints to identify conversion barriers, recommending UX improvements that increased online sales conversion by 18% and supported informed decision-making.

NTT DATA Services

Mar 2021 - Jul 2023

Data Analyst - Business Intelligence

- Analyzed 10M+ daily system records using statistical process control and SQL queries, delivering predictive insights that reduced incident response time by 50% and saved \$800K+ in operational costs while aligning with customer needs.
- Developed and maintained automated ETL pipelines to improve data accuracy to 99.5%, enabling cross-functional teams to make data-driven decisions and effectively manage project timelines.
- Created BI dashboards with 15+ KPIs using time series analysis and trend forecasting, providing clear, actionable insights that improved system functionality by 55% and supported strategic recommendations.
- Identified system bottlenecks by conducting ANOVA and regression analysis across 5 global regions, proactively preventing 12+ potential outages and ensuring alignment between customer objectives and product capabilities.

PROJECT EXPERIENCE

Cryptocurrency Dataset Prediction

2017 - 2024

- Developed an LSTM model achieving 96.37% accuracy on 1.2M+ price bars from Bitcoin, Ethereum, and Litecoin (2017-2024), reducing MAE by 31% compared to traditional models.
- Engineered 20+ technical features (RSI, MACD, Bollinger Bands) to enhance prediction accuracy and implemented a backtesting framework yielding a Sharpe ratio of 1.45 and annualized return of 18.7%.
- Automated real-time data ingestion and model retraining, cutting manual maintenance time by 70% and enabling continuous forecasting for trading signals.

F1 Race Winner Prediction Model

- Developed Gradient Boosting classifier achieving 80% accuracy by engineering 25+ predictive features including rolling performance averages, weather conditions, and championship standings.
- Performed comprehensive exploratory data analysis on 2,300+ race dataset, uncovering key performance indicators and driver success patterns using statistical hypothesis testing.
- Implemented feature selection techniques (RFE, correlation analysis) and cross-validation to optimize model performance and prevent overfitting.
- Created automated data preprocessing pipeline handling missing values, categorical encoding, and feature scaling for reproducible model deployment.

Sales Performance Analytics and Data Warehousing Solution

- Implemented Bronze/Silver/Gold medallion architecture using Microsoft Fabric, processing 30K+ sales records and designing star schema data models for optimized analytical queries.
- Developed automated ETL pipelines with data quality checks and exception handling, ensuring 99.9% data accuracy and reducing processing time by 40%.
- Created executive-level Power BI dashboards with 20+ KPIs including sales forecasting, territory performance, and customer acquisition metrics.
- Established data governance framework and automated refresh workflows, enabling real-time sales performance monitoring and predictive analytics for strategic decision-making.

Hugging Face AI Model ETL Pipeline

- Built automated ETL pipeline using Apache Airflow to extract, transform, and load AI model metadata from Hugging Face Hub API, processing 50+ models daily with 99.5% data accuracy.
- Designed robust data transformation logic handling missing values, duplicate removal, and data validation, ensuring consistent data quality across 5+ model attributes.
- Implemented PostgreSQL database with conflict resolution using UPSERT operations, enabling real-time model tracking and historical data maintenance.
- Containerized entire pipeline using Docker Compose with multi-service architecture (Airflow, PostgreSQL, Redis, PgAdmin), reducing deployment time by 80%.

SKILLS

- Programming & Analytics:** SQL, Python (Pandas, NumPy, Scikit-learn), R Programming, Advanced Excel (VBA, Pivot Tables)
- Statistical Methods:** Statistical Modeling, Hypothesis Testing, A/B Testing, Regression Analysis, Time Series Analysis, LSTM
- Visualization & BI:** Tableau, Power BI, Microsoft Excel, Google Looker, Dashboard Development, KPI Design, Looker Models
- Data Management:** ETL/ELT Pipelines, Data Warehousing, Data Modeling, Data Quality Assessment, Google BigQuery, Microsoft Fabric
- Tools & Platforms:** Git, Docker, Jenkins, ServiceNow, PTC Windchill, Google Firebase, Flask, Airflow, Spark, DBT
- Professional & Soft Skills:** Curiosity, Technical Explanation, Learning Interest

CERTIFICATIONS

- Lean Six Sigma White Belt
- Microsoft Certified: Azure Data Fundamentals