

# ADITHYA DAINA MANJUNATH

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## PROFESSIONAL SUMMARY

Data Analyst with 3+ years experience turning complex data into product strategy and growth. Delivered a logistic regression model that cut churn risk by 22% and identified \$2M+ revenue opportunities through persona segmentation and Tableau dashboards. Built automated ETL pipelines improving data accuracy to 99.5% and cutting incident response time by 50%, driving operational savings. Seeking to apply data-driven insights to shape product decisions and boost business performance.

## 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
- **Data Management:** ETL/ELT Pipelines, Data Warehousing, Data Modeling, Data Quality Assessment, Google BigQuery, Fabric
- **Tools & Platforms:** Git, Docker, Jenkins, ServiceNow, PTC Windchill, Google Firebase, Flask, Airflow, Spark, DBT

## WORK EXPERIENCE

<b>Chicago Education Advocacy Cooperative (ChiEAC)   Data Scientist</b>	<b>Jul 2025 - Present</b>
<ul style="list-style-type: none"><li>Engineered a city-scale ETL pipeline using Bronze/Silver/Gold medallion architecture to scrape and model 10+ public data sources, creating a real-time Resource Pulse Index for migrant support.</li><li>Developed predictive models utilizing regression and time-series forecasting to anticipate weekly migrant support demand and resource availability with over 85% accuracy.</li><li>Built Power BI dashboards with 20+ KPIs and neighborhood heatmaps to visualize event frequency and sentiment, optimizing resource allocation for community stakeholders.</li><li>Automated data quality workflows using NLP-based classification and standardized cleaning rules to ensure 99% data accuracy across a searchable public research library.</li></ul>	
<b>Beats By Dre   Data Analyst - Summer Apprenticeship</b>	<b>Jul 2024 - Aug 2024</b>
<ul style="list-style-type: none"><li>Segmented 75+ consumer interviews into 4 user personas using K-means clustering, boosting marketing campaign effectiveness by 35%.</li><li>Built an 88% accurate logistic regression model to predict consumer satisfaction, enabling proactive retention strategies that reduced churn risk by 22%.</li><li>Created Tableau dashboards that translated market research into executive recommendations, influencing strategic decisions and identifying \$2M+ in revenue opportunities.</li><li>Analyzed the consumer purchase journey to identify conversion barriers, recommending UX improvements that increased online sales conversion by 18%.</li></ul>	
<b>NTT DATA Services   Data Analyst - Business Intelligence</b>	<b>Mar 2021 - Jul 2023</b>
<ul style="list-style-type: none"><li>Analyzed 10M+ daily system records, delivering predictive insights that reduced incident response time by 50% and saved over \$800K in operational costs.</li><li>Built automated ETL pipelines that improved data accuracy to 99.5%, enabling confident strategic decisions based on reliable performance metrics.</li><li>Identified system bottlenecks by conducting ANOVA and regression analysis on performance metrics across 5 global regions, enabling proactive prevention of 12+ potential outages using the Thingworx dashboard.</li><li>Collaborated with engineering and product teams, using Power BI dashboards to present data-driven findings to senior stakeholders, which streamlined prioritization of analytical initiatives and improved stakeholder alignment.</li></ul>	

## PROJECT EXPERIENCE

### Cryptocurrency Dataset Prediction

- Developed a predictive forecasting tool for cryptocurrencies using an LSTM model, achieving 96.37% accuracy and a 1.45 Sharpe ratio in back testing.
- 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 a Gradient Boosting classifier (80% accuracy) using 25+ features like rolling performance averages and weather for F1 race prediction.
- 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

- Designed medallion architecture lakehouse in Microsoft Fabric with multi-layer ETL validation (bronze→silver→gold) for 32,715+ sales transactions.
- Created executive-level Power BI dashboards with 20+ KPIs to enable real-time performance monitoring and strategic decision-making.
- Established data governance framework and automated refresh workflows, enabling real-time sales performance monitoring and predictive analytics for strategic decision-making.
- Processed 32,715 sales transactions totaling \$22.6M in revenue with optimized medallion architecture layers (bronze, silver, gold), delivering actionable insights for cross-functional stakeholders.

### Hugging Face AI Model ETL Pipeline

- Built automated ETL pipeline using Apache Airflow to integrate 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.
- Containerized entire pipeline using Docker Compose with multi-service architecture (Airflow, PostgreSQL, Redis, PgAdmin), reducing deployment time by 80%.

## EDUCATION

### Illinois Institute of Technology

**Aug 2023 - May 2025**

Masters, Information Technology and Management (GPA: 3.9/4.0)

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

## CERTIFICATIONS

- Lean Six Sigma White Belt: Council for Six Sigma Certification
- Microsoft Certified: Azure Fundamentals