

ADITHYA DAINE MANJUNATH

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SUMMARY

Data Analyst with 3+ years of experience transforming complex datasets into actionable business insights. Expertise in statistical analysis, predictive modeling, and Lean Six Sigma process improvement methodologies. Proven track record of reducing operational costs by 50% and improving decision-making processes through data-driven recommendations across finance, technology, and consumer analytics domains.

EXPERIENCE

Beats By Dre | Data Analyst (Summer Apprenticeship)

Jul 2024 - Aug 2024

- Conducted statistical analysis on 75+ consumer interviews using K-means clustering, segmenting customers into 4 personas that informed targeted marketing strategies and increased campaign effectiveness by 35%.
- Built logistic regression models achieving 88% accuracy to predict consumer satisfaction, enabling proactive customer retention strategies that reduced churn risk by 22%.
- Created Tableau dashboards that transformed market research into executive recommendations, directly influencing strategic decisions and identifying \$2M+ revenue opportunities.
- Analyzed consumer purchase journey data across digital touchpoints, identifying key conversion barriers and recommending UX improvements that increased online sales conversion by 18%.

NTT DATA Services | Data Analyst - Business Intelligence

Mar 2021 - Jul 2023

- Analyzed 10M+ daily system records using statistical process control, delivering predictive insights that reduced incident response time by 50% and saved \$800K+ in operational costs.
- Built automated ETL pipelines improving data accuracy to 99.5%, enabling executive leadership to make confident strategic decisions based on reliable performance metrics.
- Developed BI dashboards with 15+ KPIs using time series analysis and trend forecasting, enabling data-driven decisions that improved system functionality by 55%.
- Conducted ANOVA and regression analysis on performance metrics across 5 global regions, identifying bottlenecks and preventing 12+ potential system outages via the Thingworx dashboard.

PROJECT

Cryptocurrency Dataset Prediction

- 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 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 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%.

EDUCATION

Illinois Institute of Technology

Aug 2023 - May 2025

M.S., Information Technology & 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 Data Fundamentals

SKILLS

- Programming & Analytics:** SQL, Python (Pandas, NumPy, Scikit-learn), R, 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, Microsoft Fabric, Data Manipulation
- Tools & Platforms:** Git, Docker, Jenkins, ServiceNow, PTC Windchill, Google Firebase, Flask, Airflow, Spark, DBT