

ADI SRIKANTH

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Education

- New York University, M.S. in Data Science (May 2023)
- University of Virginia, B.A. in Statistics and Computer Science

Skills, Projects, and Awards

- Software: Python, PyTorch, Spark, SQL, Cloud, Git, JIRA, Confluence, MLlib, Cython,
- Other Skills: Machine Learning, Deep Learning, Causal Inference, Public Speaking
- Project: [Validating BERT Text Embeddings](#) using Neural Network classifier
- Project: [Recommending Chess Opening Strategy](#) using a Recommender System

Work Experience

Data Scientist, Nike, inc.

Jun 2022 – Current

- Served as an intern in 2022, offered contract to continue work starting Jan 2023
- Recommended marketing campaigns to optimize user engagement by running causal inference on observed data; Recommendations projected to reduce total churn by 3%, unlocking \$7M+ in annual revenue with potential for additional expansion.
- Identified user preferences within one day of user registration (prev. 10 days) by remaking metrics robust to sparsity, reducing user data required to stabilize metrics
- Segmented customers by engagement patterns using interpretable clustering method; Later quantified the performance of company divisions using the customer segments

Course Instructor, Amazon MLU X The Coding School

Apr 2022 – Current

- Leading applied lab sections using Amazon SageMaker and Tensorflow for AWS

Bootcamp Part II: Deep Learning and NLP via a partnership with The Coding School

Applied Science Graduate Intern, Zillow Group

Sep 2022 – Dec 2022

- Developed capability for image handling to knowledge graph using CLIP Embeddings and GraphSAGE; Improved performance on extrinsic link prediction task (code [here](#))

Data Science Analyst, True Fit Corporation

Jan 2021 – Jul 2021

- Led Algorithmic Bias Team, which implemented new model that improved classification of plus-sized clothing items after uncovering bias against plus-sized users
- Identified key brands that showed propensity to drive sales by converting tabular data into an undirected graph to connect brands and sales and use connections to rank impactful brands

Data Analyst, CapTech Ventures

Aug 2019 – Jan 2021

- Enabled business partners to access client data by developing APIs that merged data from existing storage and Azure CosmosDB while meeting sub-second latency requirements
- Successfully pitched new feature by implementing a proof of concept Siamese Neural Network to match stored images to new images ingested via streaming pipeline