

# ADI SRIKANTH

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## EDUCATION

- New York University, MS in Data Science (May 2023)
  - Courses: Big Data, Machine Learning, Probability and Statistics, Computational Linear Algebra, Natural Language Processing, Deep Learning, Responsible Data Science
  - Extracurricular Engagement: TA for Non-Profit Org. focused on broadening diversity in STEM
  - Capstone: Multimodal Graph Inductive Learning with Text/Image Embeddings ([project](#) for Zillow Group)
- University of Virginia, BA in Statistics and Computer Science (May 2019)
  - Extracurricular Engagement: Data Science Researcher at U.Va Sports Analytics and Statistics Laboratory

## SKILLS & PROJECTS

- Software: Python, PyTorch, PySpark/Spark, SQL, Cloud (GCP, AWS, Azure), Remote Cluster Development
- Business: Client-Facing (C-Suite) Experience, Management Experience (team of 20+), Public Speaking
- [Validating BERT Text Representation](#) using Stacked Neural Layers in PyTorch and Twitter Python API
- [Solving Wordle](#) using Python, Relational Databases, and Bayesian Statistics Inspired Intuition

## WORK EXPERIENCE

### Data Scientist, Nike

Jan 2023 – Current

- Returning to Consumer Insights team at Nike to continue prior work (part-time during final semester at NYU)

### Data Science Intern, Nike

Jun 2022 – Aug 2022

- Reduced average time to create stable user engagement metrics from ~10 days to 48 hrs by revamping data pipeline; New pipeline enabled personalization of early marketing efforts (that were previously generic)
- Segmented customers by engagement patterns using interpretable clustering method; Later quantified the performance of company divisions using the customer segments (no such quantification existed before)
- Automated realtime updating of aforementioned work by deploying code to Amazon Web Services Cluster

### Data Analyst (Data Science Team), True Fit Corporation

Jan 2021 – Jul 2021

- Led Algorithmic Bias Team and sparked the development of a new model that improved classification accuracy of plus-sized clothing items after team's findings uncovered statistical bias against plus-sized users
- Added 10000+ pieces of clothing to company database by deploying a Convolutional Neural Network that grouped clothing by style and applied suitable image preprocessing to extract and store clothing information
- Identified 14 key brands that showed a strong propensity to drive additional sales by converting tabular data into an undirected graph to represent connections between brands and sales and rank influential brands

### Advanced Analytics Consultant, CapTech Consulting

Aug 2019 – Jan 2021

- Automated validation of streaming data and reduced process time from 30+ hrs to 2 hrs using Advanced SQL and Python; Automation also drove additional testing that later exposed downstream weaknesses
- Enabled third parties to access client data by developing APIs that merged data from SQL Databases and Azure CosmosDB while meeting sub-second latency standards; APIs ended the need for formal data requests

## AWARDS & DISTINCTIONS

- Echols Scholar, University of Virginia: Awarded to top 5% of each class on the basis of academic achievement
- Best New Consultant, CapTech Ventures: Awarded to highest performing incoming Consultant in DC office
- 98th Percentile Chess Player, amongst all online players (personal best ELO of 2214)