

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, Causal Inference
- 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)