

# MANASWI MISHRA

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## EDUCATION

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- M.Sc. The University of Chicago** | Chicago, IL | Department of Analytics April 2021  
Partner at the Applied Analytics club, Member of the Consulting club  
Coursework:  
Machine Learning & Predictive Analytics, Data Mining, Deep Learning, Data engineering Platforms, Digital Marketing, Leadership Skills
- B.E. Pune University** | Pune, MH | Department of Electronics and Telecommunication May 2014  
General Secretary, President of the Debate club, Vice-Captain of the Soccer team

## PROFESSIONAL / ANALYTICS EXPERIENCE

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**HSBC, Global Commercial Banking Analytics Division** | Bangalore, IN June 2016 – July 2019  
Assistant Manager, Business Consulting

- Developed a forex subscription model using various clustering technique (k-mean, k-overlapping means and Gaussian Mixtures) to create high, medium and low FX users based on company behavioural characteristics which led HSBC to turnaround its Forex customer base to a +5% revenue growth
- Designed a system which integrated data from multiple sources and created a usable data store/layer for the business by unscrambling data (cleaning, fusing, extrapolating) and creating data quality rules and measures (completeness, accuracy, integrity and timeliness) using advance NLP methods

**Mu-Sigma** | Bangalore, IN September 2014 – May 2016  
Data Scientist

- Campaign Monitoring – Developed a propensity model for a \$97B Australian Banking & Insurance firm to predict a customer's preferred purchase channel which led to a 20% higher response rate from the customers
- Created and helped operationalize a campaign performance measurement framework using Tableau for the Australian insurance firm that saw an increase in engagement from campaign marketing teams and eliminated 40% ad hoc reporting demand

**Colaberry Inc.** | Boston, MA April 2020 – Present  
Intern - Data Scientist

- Conduct user workshops and develop training material for introduction to machine learning and reinforcement learning(AWS DeepRacer) to help drive cross-sell/up-sell of other Colaberry offerings
- The Initiative saw an increase in 100% of users landing and trying Colaberry's products during its first 3 runs and then saw a steady growth of 50% with every event held thereafter

## TECHNICAL SKILLS

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**Machine Learning:** Classification, Regression, Clustering, Resampling, SVM, Unsupervised Learning, Feature Engineering

**Deep Learning:** Neural Networks, CNN, SNN, Image processing

**Tools:** SQL, Python, R, SAS, GitHub version control, Microsoft Office, GCP, Tableau, Alteryx

## AWARDS AND OTHER ACTIVITIES

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Tutor at the Chicago Neighborhood School Program(NSP)

Team star award at HSBC for exceptional performance in data analytics

Spot excellence award at Mu-Sigma for exceptional performance for the year