SHIVA KARTHIK PINJARLE MANMOHAN

+1 (908) 500-1830 | New Jersey, USA | shivakarthik0910@gmail.com | Portfolio | LinkedIn | Github

Experienced Data Analyst professional focused on interpreting complex datasets to support business decisions. Skilled in combining data analysis with operations to improve processes, enhance performance, and deliver practical solutions across business areas

EDUCATION

New Jersey Institute of Technology – MS in Data Science, *Newark, NJ, USA* ***Sep 2023 - Dec 2024***
Coursework: Machine Learning, Deep Learning, NLP, Data Analytics with R, Image Processing (GPA 3.65/4)
BBCIT, Osmania University – Bachelor's in Computer Science, *Hyderabad, TS, INDIA* ***Jun 2018 - Jul 2021***
Coursework: Mathematics, Statistics, Java, OOPs, C++, Database Management (GPA 3.8/4)

TECHNICAL SKILLS

Data Processing: Data Cleaning, Data Mining, Data Transformation, ETL Pipelines Automations
Data Analysis: Statistical Analysis, Forecasting, Predictive Modeling, A/B Testing, Churn Analysis, Cohort Analysis
Machine Learning & Lib: Regression (Linear, Logistic), Random Forest, Scikit-learn, Pandas, Numpy, Scipy
Programming Languages: Python, SQL, R, NoSQL
Big Data & Cloud Technologies: AWS (S3, EC2), Snowflake, Apache Spark, Hadoop, GCP
Data Visualization & BI: Tableau, Power BI, Looker, KPI tracking, Reporting Automation, Google Sheets
Tools & Platform: Google Analytics, Power Automate, RStudio, Jupyter Notebook, Excel (Pivot tables and VLOOKUP)
Software Engineering Practices: CI/CD Pipelines, Version Control (Git), Agile, Scrum, Kubernetes (K8s), Docker
Certificates: Generative AI & LLMs from DeepLearning.AI, Advanced Data Analysis using MS Excel

EXPERIENCE

Junior Data Scientist | Innomatics Research Labs, Hyderabad, India ***Jan 2022 – Aug 2023***
Applied K-means clustering and logistic regression to analyze customer behavior patterns and segment high-value customers

- Extracted and cleaned terabytes of data from relational databases (MySQL) and cloud data warehouses (Snowflake) to prepare for analysis, ensuring data accuracy and reducing analysis time by 20%
- Developed predictive churn detection models leveraging feature engineering, PCA, hyperparameter tuning, and regularization techniques, driving 20% retention improvement and reducing false positives by 15%
- Built and maintained end-to-end machine learning pipelines on AWS using Docker and MLflow, integrating ER modeling to optimize database performance and ensure data integrity for production model deployment
- Automated model deployment with CI/CD pipelines, reducing deployment time by 15%, by using Agile principles
- Designed and deployed 5+ interactive Tableau dashboards powered by real-time SQL pipelines, enhancing insights into financial complaints and enabling faster, data-driven resolutions
- Applied BERT for sentiment analysis, emotion recognition, and topic modeling to analyze customer feedback that increased engagement by 9% and sales by 13%
- Launched a Customer Outreach Program, successfully converting 18% of dissatisfied customers and reducing churn by 12%
- Maintained a web analytics solution using Python, Flask, SQL, automating data processes and improving team efficiency
- Collaborated closely with cross-functional teams (marketing, product, and engineering) to support business goals
- Recognized as "Best Performer of the Month" for delivering timely solutions and consistently meeting performance targets

PROJECTS

CampusRank Analytics: Visual Insights for Admissions | NJIT

- Simplified complex university data effectively to empower students and families in making informed college decisions
- Developed 12 visualizations and 4 interactive Tableau dashboards leveraging SQL queries to aggregate data from 500+ universities, analyzing attributes like Admission Quality, Cost and Financial Aid, Retention, and Diversity
- Applied data visualization best practices and published dashboards on Tableau Public, streamlining complex datasets and enhancing user engagement

Airline Performance Analysis Leveraging Big Data | NJIT

- Configured 4-node EC2 cluster on AWS to process 100M+ flight records with MapReduce for airline punctuality analysis
- Implemented Oozie for managing cloud-based workflows, streamlining data processing and automating MapReduce jobs
- Ranked top three airlines by on-time performance probability using distributed processing and big data analytics

Loan Default Risk Prediction Model | NJIT

- Developed a machine learning model using logistic regression, decision tree, and random forest to predict loan defaulters, achieving 70%+ accuracy and enabling proactive risk management
- Conducted exploratory data analysis (EDA) and preprocessed data from 1,000 customers with 17 variables, identifying key risk factors like income and credit score
- Engineered real-time loan default risk assessment, improving decision-making for financial institutions, by reducing predicted loan defaults by 10%, contributing to an estimated $1.2M cost savings through data-driven risk mitigation strategies