

MANASWI MISHRA

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PROFESSIONAL / ANALYTICS EXPERIENCE

Tredence | San Francisco Bay Area, CA June 2021 – Present
Manager- Product Management/Data Science

- Achieved 15% increase in driver earnings for the world's largest retail company by identifying opportunities and implementing a data driven experiments to improve their last mile delivery (driver search) product
- Improved delivery time by 27% by implementing an end to end 30 min express delivery initiative involving opportunity identification, hypothesis testing, multiple experiment launch and analysis of impact
- Identified and curated methods for creating test and control groups for last mile delivery experiments by implementing advanced machine learning methods and statistical tests

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 foreign exchange 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 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

EDUCATION

M.Sc. The University of Chicago | Chicago, IL | Department of Analytics | GPA 4.0 April 2021
Partner at the Applied Analytics club, Member of the Consulting club

Coursework:

Statistical Analysis, Machine Learning & Predictive Analytics, Data Mining, Data Engineering Platforms

B.E. Pune University | Pune, MH | Department of Engineering | GPA 3.7 May 2014
General Secretary, President of the Debate club, Vice-Captain of the Soccer team

TECHNICAL SKILLS

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

Machine Learning and Deep learning: Statistical tests, Classification, Regression, Clustering, Resampling, SVM, Supervised / Unsupervised Learning, Feature Engineering, NLP, Neural Networks, CNN, SNN, Image processing

Big Data: Hadoop, Hive and Pig, Apache Spark

AWARDS AND OTHER ACTIVITIES

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