MANAN ARORA

Product | Business Analytics | Data Science

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EXPERIENCE

Data Science Consultant
SBSF Consultancy (Part-Time)   📅 Mar 2020 - Present

Network of independent professionals for projects in agri & pharma
- Drafted a proposal for building AI-based predictive outbreak solution for **300+ farmers across 6 States**; currently submitted to Government of India

Associate Consultant, Analytics Center of Excellence
IQVIA, Gurugram India   📅 Jul 2017- Jul 2019

Roles and Responsibilities
- Worked on site identification and resource optimisation projects for **15+** leading pharmaceutical clients; resulting in **30% cost reduction** of trials
- Led the **design and development of a product feature** as part of a multi-country team building early disease detection solution using claims data
- Developed **segmentation, customer profiling** and **product KPI analytics** dashboards; used big data architecture for **70% faster** client reporting

Initiatives
- Developed an automated web scraping tool on Python that led to reduction in the turnaround time for client data collection requests by **80% man hours**
- Trained a team of **50 participants** on essentials of data wrangling and data processing using Python along with foundations of Machine Learning and AI
- Received "Above & Beyond" **award** for novel project initiatives and presented a pilot project to a major pharmaceutical client for a **USD 1M+ project bid**

INTERNSHIPS & PROJECTS

WashKaro: Corona Action India
Dr. Tavpritesh Sethi, IIIT Delhi   📅 Mar-May 2020

COVID-19 Infodemic Management App, partnership with Delhi Govt.
- Strategized, **built prototypes and managed development** of product features
- **Improved usability** by incorporating - Multi-language and audio support
- **5000+ downloads** on play store, present at **WHO Infodemic Conference**

Farm Assist: AI for Agriculture
Prof. D. Saraswat, Purdue University   📅 Oct-Dec 2019

Decision support system democratising farmer's access to information
- Built Text & speech chatbot for farmers and **image based pest detection tool**
- Gives real-time pricing information for crops from **2300 markets** across India

Data Analytics Intern
BitGiving, Delhi   📅 Apr-Jun 2017

- Analyzed engagement metrics and customer funnels for **100+ campaigns**

Network Engineering Intern
Ericsson, Bangalore   📅 May-Jul 2016

- Managed capacity for **50% additional traffic** in festive season for a gulf client

PUBLICATIONS

- *Application of Machine Learning for raising WASH awareness during COVID-19*
  Dr. Tavpritesh., IIIT Delhi & Manan Arora: Submitted-PLOS Medicine, Apr'20
- *Control-and user-plane Splitting in small cell architecture of 4G LTE-A*
  Prof.P.C. Jain, Shiv Nadar University & Manan Arora: IEEE Xplore, May'17

EDUCATION

Tech Leaders Fellowship (TLF)
Plaksha University & SCET, UC Berkeley

📅 Aug 2019 – Present

B.Tech, Electronics & Comm.
Shiv Nadar University (SNU)

📅 Aug 2013 – May 2017

STRENGTHS & SKILLS

Product Prototypes and Analytics

Invision   Adobe XD   Google Analytics

Data Science and Machine Learning

Pandas   Numpy   Tensorflow   Scikit
Plotly   Seaborn   Spotfire   Tableau

Programming Languages and Tools

Python   Spark   SAS   SQL   Excel

CERTIFICATIONS

Online Courses on Coursera
- Business Metrics for Data Driven Companies
  Duke University
- Customer Analytics
  University of Pennsylvania
- Machine Learning Foundations
  University of Washington
- Deep Learning
  deeplearning.ai (Andrew Ng)

LEADERSHIP ROLES

Lead Member
Academic Council, TLF   📅 2019

Managing faculty interaction, curriculum and communicating student's feedback

Elected Vice President
Student Council, SNU   📅 2017

Elected by **2200 students** as Senate Chair, managed student affairs & policy making

Chaiperson
Breeze Fest, SNU   📅 2016

Led **400+ volunteers** in **30 teams**, managing **INR 25L+** sponsorships & **5000+** footfall