MANNANDEEP CAUR

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SUMMARY

Graduate Student at Purdue University, with **3+ years of experience leading AI-driven** digital transformation projects. Proven track record in designing **analytics data pipelines, recommendation engines, and predictive dashboards** to enhance decision-making. Skilled in **collaborating with cross-functional teams**, implementing cloud solutions, and delivering actionable insights using **Power BI & Tableau**, fostering innovation and driving business outcomes.

EDUCATION

Purdue University, West Lafayette, IN   **August 2024 - May 2026**
Master of Science - Engineering Management [STEM]
Courses: Machine Learning, Artificial Intelligence, Business Strategy, Marketing Management, Financial Management, Competitive Strategy, Big Data

Guru Gobind Singh Indraprastha University, New Delhi, India   **August 2017 - May 2021**
Bachelor of Technology - Computer Science and Engineering [STEM]

PROFESSIONAL EXPERIENCE

ZS Associates   **Gurgaon, India**
Senior Business Technology Associate   *April 2021 - July 2024*

- Designed and delivered a **2-year AI and analytics integration roadmap** for a Fortune 100 pharmaceutical client, collaborating with data scientists, engineers, and business analysts, **streamlining 65% of operations**, improving decision-making with analytics.
- **Led a team of 10 developers** to deliver a machine learning-based recommendation engine that identified HCPs for sales reps to target, improving targeting accuracy, demonstrated by 500+ interactions with stakeholders, and **reducing campaign costs by 15%**.
- Orchestrated the design and launch of a **Power BI dashboard** featuring predictive modeling, **25 KPIs across 8 interactive screens with 10 dynamic filters**, enabling strategic decision-making and serving as a pivotal milestone in the analytics roadmap.
- Coordinated daily stand-ups, facilitated agile ceremonies, and prioritized the product backlog as Scrum Master, **communicating product vision through user stories in JIRA and Confluence** to achieve a 30% improvement in team velocity and sprint efficiency.
- Spearheaded continuous improvement initiatives, including **migrating data and services to on-prem AWS infrastructure, implementing CI/CD pipelines** and accelerating Azure deployments, reducing sprint release cycles from two weeks to one week.
- Delivered sprint releases on time and budget, securing a **$1.5M contract extension** for additional digital transformation initiatives.
- **Mentored 5 interns and fostered cross-functional collaboration** by leading knowledge-sharing sessions on pharma data, cloud security, version control, and AWS best practices, cultivating a culture of continuous learning and technical excellence.

TECHNICAL SKILLS

- **Languages:** Python, R, Java, C++, SQL, Pyspark, HTML, CSS
- **Tools:** Power BI, Git, Jira, Confluence, Advanced Excel, Adobe CC, Figma, Balsamiq, Postman, Jupyter Notebooks, Google Colab
- **Databases & NoSQL:** Hadoop (Hive, Impala, Sqoop), MySQL, Oracle, SQL Server, Snowflake, Postgres

PROJECTS

Bayer │ Healthtracka   **West Lafayette, IN**
Product Manager │ Student Consultant   **September 2024 - December 2024**

- Resigned Healthtracka's business model to **reduce test delivery time by 40%**, enable digital results in 1-3 days and leverage health data for real-time diagnostic insights, driving improved patient outcomes and unlocking a new revenue stream.
- Developed a **Tableau dashboard** with screens for women's, men's, and children's health, allowing patients to use data for self-diagnosis during emergencies. **This increased patient engagement by 30%** enhancing diagnostic services and health awareness.

FlutterBuddy │ Product Management Project   **West Lafayette, IN**
AI-powered Micro Drone │ New Product Development   **August 2024 - December 2024**

- Organized the team to define the product vision and manage tasks for FlutterBuddy, an AI-powered personal assistant drone.
- Performed competitive analysis using Porter's Five Forces, defined core features, conducted pricing analysis, and created financial projections to develop a business model, and a go-to-market strategy, **earning 2nd place in the class for our final business pitch**.

LEADERSHIP ACTIVITIES

Event Coordinator, Product Management Club, Purdue University   **August 2024 - Present**
- Coached a team of 10 to organize three club events, sessions with industry leaders, and panel discussions on product management.
- Created targeted messaging and developed engaging promotional content using Canva, boosting social media engagement by 40%.

Vice President, Literary and Managerial Society, Guru Gobind Singh Indraprastha University   **May 2020 - May 2021**
- Led a team of 25 students to successfully organize literary events, competitions, and personal development workshops. Scaled the team from 5 to 25 members while fostering active engagement from all participants.

AWARDS & RECOGNITION

- Received the "Ingenious Award" at ZS Associates for demonstrating exceptional innovation and creativity.
- Awarded the "Rising Star" Award at ZS Associates for exceptional performance among 15 interns.