

LIKHITHA SRINIVAS

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EDUCATION

North Carolina State University | Master of Engineering Management | Analytics **Aug 2023 – Dec 2025**
Relevant Coursework: Venture Opportunity Analytics, Experimental Statistics for Engineers, Data Science with Python & R *GPA: 3.0/4.0*

Visvesvaraya Technological University | Bachelor of Engineering | Computer Science & Engineering **Aug 2017 – Aug 2021**
Relevant Coursework: Data Structures, Advanced Algorithms, Database Management Systems, AI & ML, Big Data Analytics *GPA: 3.6/4.0*

WORK EXPERIENCE

Teen Health Research | NC State Poole School of Management **Jan 2024 – May 2024**
Student Data Consultant *Raleigh, United States*

- Analyzed 10,000+ data points for Teen Health Research's 'Let's Talk' app, leading to strategic recommendations that boosted user engagement by 25% and improved 3 critical product features, enhancing user satisfaction by 20%.
- Developed a market entry strategy after examining 5 competitor markets, aiming for a 15% market share in the first year, and utilized advanced analytics to model 4 potential market scenarios, increasing decision-making accuracy by 30%.
- Delivered data-driven insights to stakeholders, accelerating the approval process for product development and market strategy by 40%.

Tata Consultancy Services Ltd. **Aug 2021 – Jun 2023**
Assistant Systems Engineer *Pune, India*

- Developed 10+ standard operations tailored to the client's engine production requirements, optimizing design, manufacturing and distribution, within the Manufacturing Execution System (MES) using Apriso for a leading power solutions company, serving over 100 global clients.
- As a Support Analyst, accomplished 150+ high & medium priority incident resolutions, collaborating with 15+ global cross-functional plant teams and providing effective workaround solutions and detailed issue analysis. Achieved a 30% reduction in system downtimes through these efforts.
- Supervised the maintenance of MES solutions, overseeing 10+ major and minor upgrades, and leading to a 20% improvement in system performance. Collaborated closely with business end users to ensure zero downtime of applications in case of critical issues reported from site.
- Coordinated with plant teams, ensuring a 99% success rate in the seamless deployment of software releases into the production environment.
- Documented procedures for installations, guides for complex functionalities, troubleshooting, root cause analysis, and 7-step solutions, along with comprehensive training guides. This streamlined approach facilitated efficient onboarding of team members, reducing training time by 40%.

PROJECTS

TruSolar – Sustainable Solar Energy Solution & Agrivoltaics Market Entry Strategy

- Formulated a comprehensive go-to-market & business strategy targeting agricultural businesses, greenhouse applications, and sustainable buildings to capture 5% (\$180 million) of the global Agrivoltaics industry.
- Orchestrated financial projections with strong viability and growth potential, showing an initial production cost of \$9,016.27 per panel, decreasing to \$322.85 after five years. Expected gross sales are \$243.1 million by 2028, with a projected ROI of 25%.

Early-Stage Cancer Prediction – Leveraging Data Analysis & Machine Learning

- Developed and implemented a Random Forest model, achieving a 95% accuracy rate in early-stage cancer prediction. Led the analysis of 1,000+ patient records, optimizing feature selection and enhancing model performance by 40%. Reduced medical testing costs through automation.
- Utilized Python and R for data preprocessing and statistical analysis, automating cancer risk classification and cutting processing time by 20%.
- Created data visualizations to present complex insights, accelerating decision-making processes and facilitating a 15% faster approval of predictive strategies by stakeholders.

HealthCareer – User Experience Case Study & Concept Redesign

- Conducted competitive analysis and user research by designing questionnaires and interviewing 50+ medical graduates across specialties, incorporating feedback to develop Personas, User Stories, User Flows, Task Flows, and Empathy Maps, ensuring a user-centered design approach.
- Executed a Heuristic Evaluation, pinpointing usability challenges in the existing design and streamlining user interactions, resulting in a 35% improvement in user satisfaction.

SKILLS

Languages: Python, R, SQL

Software Tools: Microsoft Excel, Microsoft Project, Tableau, Power BI, Adobe XD, DELMIA Apriso

Certifications: Certified Associate in Project Management (CAPM), Microsoft Power BI Data Analyst Associate, Google Data Analytics

Technical Skills: Data Analytics, Business Analytics, Data Visualization, Product Management, Project Management, Agile Methodologies, Market Research, Digital Marketing, Business Intelligence, User Experience, Manufacturing Execution System

ACHIVEMENTS & EXTRACURRICULAR

- Spearheading innovative social impact projects as a Social Innovation Fellow, at NC State Social Innovation and Entrepreneurship, leveraging data-driven strategies to address critical community challenges and drive positive social change. [2024]
- As a Google Women Techmakers Ambassador, organizing and leading initiatives to support and empower women in technology, fostering community engagement and providing career development opportunities. [2024]
- Host for "The PackBuzz" podcast, conducting interviews with academics and industry leaders to enhance student connections. [2023]
- Received the Special Initiative Award from Tata Consultancy Services for notable contributions and service in the IoT and Digital Engineering sector as part of the MES project team. [2022]