

SWATIKA MANIKANDAN

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SUMMARY

Graduate student in Business Analytics with prior professional experience organizing and analyzing large volumes of unstructured data, and academic project work applying Python, SQL, and Tableau to public health, healthcare, and automotive questions. Seeking an internship where that skill set applies to a new subject area, and comfortable building the domain knowledge an analysis requires along the way.

Work Authorization: No sponsorship needed.

EDUCATION

University of Michigan, Dearborn | M.S. Business Analytics | *Expected December 2026*

SVP International School of Textile Management | MBA, Apparel and Textile Marketing Management | *2019 to 2021*

Kumaraguru College of Technology | B.Tech. Fashion Technology | *2016 to 2019*

ANALYTICAL PROJECTS

Dangerous Service Line Identification, Flint Water Crisis | DS 633, team project

- Built machine learning models in Python to predict which homes in Flint, Michigan were most likely to have dangerous lead service lines.
- Translated model output into recommendations for prioritizing inspections and pipe replacements, and delivered the analysis and final report as part of a four-person team.

Sleep Quality Prediction | BA 530

- Integrated two datasets that could not be joined directly by building a demographic aggregation strategy, then engineered features and trained Random Forest and Linear Regression models in Python.
- Reached 88 to 95 percent classification accuracy, with sleep duration and stress level emerging as the strongest predictors.

Elderly Healthcare Delivery and Patient-Centered Care | DS 635, team project

- Analyzed U.S. elderly healthcare delivery across demographics, income, access, and outcomes, and assessed how Patient-and-Family-Centered Care can be implemented, synthesizing findings into a team presentation with recommendations.

Competitive Market Share Analysis | Stellantis vs. Toyota and Ford

- Used SQL and Tableau to compare market share across manufacturers, finding that Stellantis share declined while revenue rose, which pointed to pricing offsetting volume loss rather than underlying demand growth.

Strategic Signal | Self-directed, deployed web application

- Built and deployed a market intelligence dashboard presenting sector movements and catalyst summaries in a format readable by a non-technical audience.

PROFESSIONAL EXPERIENCE

BroadStreet Institute | Data Analyst, Analytics Team (Volunteer, Remote) | *Jun to Oct 2025*

- Owned a public health analytics project end to end: formulated the research question, sourced and cleaned the datasets, built the visualizations, and delivered findings to the Analytics Team without day to day supervision.
- Translated results into plain language recommendations for researchers and community partners, adjusting the level of technical detail to the reader.
- Awarded a Certificate of Completion for contribution quality and on-time delivery in a fully remote environment.

BroadStreet Institute | Community Data Intern, WONDER Track (Volunteer, Remote) | *Feb to Jun 2025*

- Completed the WONDER Training Program and earned both the Analytics Team and Research Team certificates.
- Built working knowledge of community data sourcing, validation, and public impact reporting standards.

Arcana | Data Associate | *May 2022 to Jul 2023*

- Analyzed large volumes of unstructured market and competitor data and structured it into data management systems used across products and platforms.
- Maintained data accuracy and consistency across records, and worked to deadlines within a distributed team.

TECHNICAL SKILLS

Tools: Excel, SQL, Tableau, Power BI, Python

LEADERSHIP AND CERTIFICATIONS

- Organizer, Innovative Idea in Textile Business contest, SVPISTM, 2020.
- Certifications: WONDER Training Program, Analytics Team, Research Team, Blockchain Functional and Cryptocurrency, The Future of Crypto.