

# Preeti Manchanda

Educational Research | Assessment analytics | Psychometrics

## Contact


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Portfolio

https://preetimanchanda.link

Noida, Uttar Pradesh, India


## Education

M.Phil in Population Studies
**IIPS, Mumbai**
2017 - 2018

M.A in Population Studies
**IIPS, Mumbai**
2015 - 2017

B.A (Hons) Economics
**University of Delhi**
2011 - 2014

## Skills

- Item development
- Research and analytics
- Generative AI tools
- Assesment design & creation
- IRT, Factor analysis, and other advanced psychometric analysis

## Language

English Hindi

## About Me

Educational researcher and data analyst with 6+ years of experience in experimental design, A/B testing, assessment analytics, and large-scale survey data analysis. Strong expertise in data cleaning, data validation, statistical analysis, and generating insights to support data-driven decision-making. Advanced proficiency in R, with working knowledge of Python, Tableau, and BigQuery for analytics, reporting, and visualization.

## Work Experience

Nov 2025 - June 2026
Sesame Workshop India
EdTech Research Consultant (Contractual)

- Designed and executed an A/B experiment to evaluate three onboarding variants of Chalo Sesame Street app and determine optimal user onboarding.
- Performed end-to-end data cleaning and analysis to derive registration, activation, and engagement metrics.
- Worked closely with app developers, UX designers, and field teams to align experimentation insights with product decisions.

### Aug 2024 - Mar 2025
Maki People, Paris
Psychometric Intern (Consultancy)

- Improved and developed AI-powered talent assessments in collaboration with cross-functional teams.
- Conducted literature reviews to define dimensions and sub-dimensions for item development.
- Designed ipsative-format SJTs to measure soft skills for various role levels.
- Improved multiple assessments (Verbal Reasoning, Problem Solving, Learning Agility, Attention to Detail, Spatial Reasoning) by adding higher-difficulty items.
- Led pilot testing via Prolific and managed assessment uploads on Retool.
- Extracted and analyzed data using BigQuery and R, including cleaning and statistical analysis.
- Performed psychometric analyses (reliability, factor analysis, 2PL IRT, DIF, concurrent validity).
- Authored test manuals documenting methodology, design rationale, and psychometric results.

### May 2024 - Jul 2024
Measurely, Australia
Freelance Psychometrics Researcher

- Researched and evaluated the Health Anxiety Inventory-18 (HAI-18), assessing its structure, validity, and reliability ($\alpha = 0.97$).
- Presented findings to the Founder and integrated HAI-18 into Measurely's mental health assessment suite, enhancing its value for users and clients.

### Dec 2022 - Sep 2023
Australian Council for Educational Research (ACER), India
Research Fellow – Data Analysis

- Cleaned and analyzed examination data for ~2,500 students across 30 DBSE-affiliated schools; supported automation of data processing for term-end results.
- Contributed to the NEA Bhutan 2022 technical report (Grade 3) and refined the Grade 12 Economics chapter for the Nepal Assessment Framework.
- Led the DLF CARES Impact Assessment 2023 report.
- Conducted analysis of IBT and Social-Emotional Well-being Survey data using Stata.
- Created data visualizations with Flourish and Datawrapper.

### Jul 2022 - Nov 2022

Indian Institute of Management, Ahmedabad (IIMA)

Research Assistant

- Appointed to work on the Indian Health Outcomes, Public Health and Economics Research Centre (IHOPE) project, sponsored by India Alliance DBT Wellcome.
- Cleaned and analyzed eyeSmart EMR data from ~800,000 patients at L V Prasad Eye Institute, Hyderabad, for eye disease diagnosis research.
- Attended the IHOPE Conference and co-authored a conference proceeding article published in the IHOPE Journal of Ophthalmology.

### Dec 2021 - Jan 2022

PI: Dr. Asiya Islam, University of Cambridge

Research Assistant

- PI conducted a gender-focused digital literacy survey (~800 respondents) across Delhi, UP, and Bihar using Qualtrics tool.
- Cleaned survey data to address errors, inconsistencies, and unreliable responses; documented process for the data deposit report.
- Applied data modelling, filters, and cross-tabulations to produce tables and graphs on digital literacy, access, and use patterns.
- Co-authored a publication based on project findings.

### July 2018 - Nov 2021

ASER Centre, Pratham Education Foundation

Research Associate

- Designed and piloted survey instruments for multiple large-scale studies.
- Developed research training materials and trained 100+ enumerators.
- Managed backend data preparation for CAPI-based surveys and automated tracking for 850+ schools using VBA macros.
- Created survey instruments on Google Forms for various projects.
- Cleaned and analyzed large-scale quantitative datasets in Stata.
- Presented RCT findings from rural Uttar Pradesh at CIES and UKFIET (2021).

May 2016 - Jul 2016

Institute of Economic Growth, University of Delhi

Research Intern (During Master's studies)

- Contributed to research studies on National Health Mission (NHM), Sustainable Development Goals in India, and C-section deliveries in Uttarakhand for the Ministry of Health and Family Welfare.
- Collected primary data for a maternal health study in Dehradun.
- Conducted monitoring and evaluation visits to government hospitals in Panipat for NHM Programme Implementation Plans (PIP).

## Publications & Presentations

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- Tian, X., Ayanwale, M.A., Molefi, R.R. et al. Decoding symmetric and asymmetric pathways in generative AI learning adoption: a multi-method study. Int J Educ Technol High Educ 23, 37 (2026). https://doi.org/10.1186/s41239-026-00613-w
- Manchanda, P. (2026). Digital Divide. In: The Palgrave Handbook of Global Social Problems. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-68127-2_602-1.
- India's Gendered Digital Divide: Unequal Access to Technology and Internet Services During the COVID-19 Pandemic
- Reflexive approaches to sampling, survey design and implementation: some practical examples from rural India
- Teachers' Perceptions of the adoption of Standards-based-assessment and the use of learning data in Delhi
- Gender Inequalities in Digital India: A survey on digital literacy, access, and use
- Can digitization be leveraged for correcting gender distortions in healthcare?
- A Perspective on How Coronavirus Commenced and its Disruptive Impact on Global Economy
- Presented "Mental Health Problems among Indian Youth: An Analysis of Youth Study Data, India" at the 38th Annual Conference of the Indian Association for the Study of Population (IASP), Andhra University (2017).
- Presented co-authored paper "The Role of Parental Perceptions and Parental Involvement in Children's Learning" at the Comparative and International Education Society (CIES) Conference (2021).
- Presented quantitative findings from an RCT study in Uttar Pradesh at the UKFIET 2021 Conference, highlighting the influence of siblings on young children's foundational learning.