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EDUCATION

Georgia Institute of Technology

Atlanta, GA

Master of Science in Analytics (Computational Data Science + Business Analytics)

Jan 2021 - May 2022

GPA: 3.9/4.0

- Graduate Teaching Assistant: Business fundamentals for analytics
- **Coursework:** Deep learning, Machine learning, Design of experiments, Simulation, Data & visual analytics, Computing for data analytics, Analytics modelling, Regression analysis, Pricing analytics

Indian Institute of Technology (IIT) Madras

Chennai, India

Bachelor of Technology in Civil Engineering

Aug 2013 - May 2017

GPA: 8.7/10.0

- **Bachelor's thesis** (Guide: Prof. S Mohan)
 - Compared the effectiveness of two ML algorithms: Association rule mining (Apriori) and Neural networks (Multi-Layer Perceptron), in predicting the fatality of road accidents in Tamil Nadu using R and Weka

SKILLS

Modeling Techniques: Deep Neural Networks, Reinforcement learning (LSTM, BERT), Regression, Clustering, Classification, Tree based models, Gradient boosting, Time-series analysis, Probability based models (GMM) etc.

Languages: Python (PyTorch, OpenCV, Scikit-Learn, NLTK, Seaborn), R, SQL, D3.js, VBA

Technologies: MongoDB, Snowflake, Hive/Hadoop, Arena, Search Ads 360, Google Ads, Tableau, Advanced Excel

PROFESSIONAL EXPERIENCE

45 Months

PlayerZero.AI

San Francisco, CA

Product Data Science Intern

Jan 2022 - Apr 2022

- Iteratively building new DS products (Topic modeling) & scaling for synthetic user simulation service in localhost

American Express

Italy | Germany | Austria

Business Analyst - Enterprise and Digital Analytics

Nov 2018 - Dec 2020

- Enhanced marketing effectiveness of Paid Search channel by designing and analyzing multivariate experiments
- Deployed cutting edge campaign-optimization techniques for high ROI: Automated bidding for ad spots, algorithmic ad personalization, remarketing, demographic segmentation, audience-based targeting, look-a-likes
- Developed tools using R & Python to scale acquisition strategies and reach right target audience more efficiently

Ernst & Young LLP

India | Cambodia | Kenya

Associate Consultant - Transaction Advisory Services

Jul 2017 - Nov 2018

- **India:** Implemented 3 public health projects on PPP worth \$ 21 Million, impacting 200 million rural lives
 - Comprehensive project structuring, demand assessment, financial analysis, bid process management
- **Cambodia & Kenya:** Performed intensive primary research to establish agricultural warehousing system
- *Research intern* - N-gram twitter sentiment analysis to analyze effectiveness of public policies in R 2016

PROJECTS

Runner up - NEAR Metabuild Blockchain Hackathon

May 2022

- Developed an MVP which converts in-game skins & assets to NFTs and logs them on cross-game market place facilitating (gamers, developers, designers, influencers, gaming companies, brands) creation, trade and integration of digital skins and assets into video games and other digital worlds.

Fintech practicum project (GreenSky Inc.)

May 2021 - Aug 2021

- Identified opportunity to increase revenue by \$8M/year (0.1%) by optimizing the credit purchase window

Image compression by clustering

May 2021

- Compressed images of various sizes, by quantizing colours, using K-means clustering technique (no packages)

Facial recognition using Principal Component Analysis

Jun 2021

- Implemented PCA algorithm from scratch. Computed eigen faces of images with different facial expressions and lighting conditions. Further, the orientation of faces is ordered using ISOMAP

Traffic sign recognition for autonomous vehicles

Jul 2021

- Performed multi-class classification of traffic sign images by implementing several machine learning algorithms (SVM, KNN, LDA, MLP-NN, RF) for accurate categorization of high impact signs and achieved 93% accuracy

Neural style transfer of images - Deep dream art generator

Oct 2021

- Extracted style (Gram matrix) and content (feature activation map) to create new art - Rembrandt style Monalisa

Visualized Deep neural network layers to understand cuteness of dogs and cats

Dec 2021

- Visualized densenet CNN, using Saliency maps, GradCAM and DRISE to understand what makes a pet popular/cute