NIKILESH KUMAR

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EDUCATION

Northeastern University, Boston Boston - MA, USA
*Master of Science in Engineering Management - Focus on Data Analytics (**GPA: 3.87/4.00**)* Sep `17 - Expected June `19
Coursework: Data Mining for Engineers, Probability and Statistics, Economic Decision Making, Engineering Project Management, Financial Management for Engineers, Statistical Methods for Engineers, Neural Networks and Deep Learning

National Institute of Technology - Tiruchirappalli (NIT-Trichy) *(Top 15 Engineering Institutes)* Tiruchirappalli - TN, India
*Bachelor of Technology in Computer Science and Engineering (**First Class**)* Jul `13 - May `17
Coursework: Data Warehousing, DBMS, Algorithms and Data Structures, Cloud Computing, Natural Language Processing

SKILLS/CERTIFICATIONS

Programming Languages	R, Python, SQL, PostgreSQL, HTML/CSS, Javascript, Keras, Regression, XGBoost, tensorflow
Software Skills	Domo, Tableau, SAP-Hana, Azure ML Studio, MS Office, Adobe Analytics (SiteCatalyst), Microsoft Excel, Adobe Data Workbench, Google Analytics, Hubspot, Jupyter, Git

EXPERIENCE

ServiceNow Inc. Santa Clara - CA, USA
Data Scientist Co-Op – Web Optimization and Intelligence / Marketing Operations Jul `18 – Dec '18
- Programmed an interactive CMO Dashboard on Domo leveraging web data (Adobe, Hana, Tableau) for metrics tracking across all digital channels (e.g. SEM, SEO, Social, Organic) for the CMO to use during strategy and planning meetings.
- Examined website visitor behavior to provide performance insights and readouts, pre/post website feature change analysis and KPI analysis with recommendations that resulted in website form submission rates increasing 23% QoQ.
- Performed a regression-based analysis of paid media (Paid Search - TubeMogul, LinkedIn, Agency/Syndicated) first touch conversion events vs spend to benchmark improve and optimize conversion performance by an aggregate of 37%.
- Leveraged Adobe Data Workbench/Audience Manager to build a framework for a web content recommendation system.

Intelli Bookkeeping Cambridge - MA, USA
SEO Analyst Oct `17 - Dec `17
- Worked with a startup to help increase the domain rank of their website over 3 keyword search campaigns, managed contacts on Hubspot CRM and reported directly to the CEO through weekly campaign performance updates.
- Analyzed KPIs on Google Analytics and Ahrefs to generate performance reports and observe campaign effectiveness.

National Institute of Technology - Tiruchirappalli Tiruchirappalli - TN, India
Android Developer Intern May `16 - Jul `16
- Developed an Android application in aid of local farming initiatives to track irrigation schedules of different crops and factored in real time weather data to optimize water consumption and usage with a simulated improvement of 43%.

PROJECTS

Malarial Parasite Detection - Image Classification, Northeastern University Jan `19 – Apr `19
- Utilized a convoluted neural network with a conv-conv-pool architecture, and a stochastic gradient descent optimizer to create a predictive image classifier to predict infection in malaria blood smear slides and achieved a sensitivity of 94%.
- Performed image augmentation experiments such as histogram equalization and ZCA whitening to augment training data.

Drug and Alcohol Overdose – Regression Analysis, Northeastern University Feb `19 – Apr `19
- Modelled a regression function and conducted factorial experiments analysis of drug and alcohol overdose deaths in the United States for various age groups, demographics, localities and other features available in the CDC WONDER database.

Stock Prediction Using R, Northeastern University Jan `18 – Apr `18
- Performed feature engineering on time series data of various ETFs and banking stocks and utilized the generated features to predict price movement of a constituent stock by using gradient boosting for an AUC score of 0.60.
- Demonstrated concepts of removing seasonality and transforming data into stationary data for more realistic performance.

Chain Gun, Northeastern University Mar `18 – Apr `18
- Created a conceptual blockchain using Python and flask libraries to track gun ownership and sales which elucidated concepts of proof of work, hashing, chain consensus and validity and demonstrated an example transaction on the network.

EXTRACURRICULAR & LEADERSHIP ROLES

Graduate Leadership Institute - Spring '18, Northeastern University Jan `18 – Apr `18
- Selected from the graduate school to be part of a 25-member cohort and attended leadership training and activity sessions.

TEDxNITTrichy, Founder and Speaker Curator '15 '16, NIT-Trichy Feb `15 – Dec `16
- Led a student volunteer team of 22 individuals to curate, organize and conduct the first ever TEDx event at NIT-Trichy.