

SAMBEET TIADY

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ACADEMIC QUALIFICATIONS			
Year	Degree/Board	University/Institution	%/CGPA
2019*	Post Graduate Diploma in Business Analytics	IIM Calcutta, ISI Kolkata, IIT Kharagpur	9.20/10
2014	B.Tech + M.Tech (IDD), Metallurgical Engineering	IIT (BHU), Varanasi	7.37/10
2008	Class XII, CBSE	Central Academy, Kota, Rajasthan	82.6%
2006	Class X, CBSE	Kendriya Vidyalaya No. 2, Balangir, Odisha	92.0%
ACADEMIC AWARDS AND COMPETITIONS			
Data Science Competitions	<ul style="list-style-type: none">Ranked 1st in Stat Wars by ISI Kolkata, Data Science Hackathon at Integration, 2018 out of 353 teamsWon Bronze medal (Top 6%) in Kaggle's TalkingData Fraud Detection challenge among 3967 teamsRanked 2nd in 'Sumantran' 2018, a consultant hunt case competition organized by IIT KharagpurRanked 2nd among 1000+ participants in DataHack Supremacy, 2018 organized by Analytics VidhyaRanked 11th among 4500+ participants in AmExpert 2018, ML Hackathon by American ExpressRanked 54th (Top 1%) among 7000+ participants in HackerEarth's Deep Learning Challenge #2, 2018		
Academic Awards	<ul style="list-style-type: none">Recipient of merit-based scholarship for excellent academic performance at ISI KolkataAwarded Amul Shakti Vidya Shree in CBSE Class 10th Examinations; AIR-5483 in IIT-JEE 2009		
INDUSTRY INTERNSHIP (6 months*)			
Business Intelligence Engineer Intern		Amazon India Machine Learning (AIML)	Bangalore (Oct'18 – Apr'19)
Trend Detection for Softline Products	<ul style="list-style-type: none">Leveraged embeddings from a Multi-task CNN model and ResNet50 to capture design attributesClustered 60K products in Women's Dresses sub-category into 1000 styles using K-means clusteringExperimented with DBScan and Mean shift algorithms for potential improvement in clustering		
CTR Estimation for Sponsored Products	<ul style="list-style-type: none">Implemented Factorization Machines (FM) and Field-Aware FM (FFM) using TensorFlowImproved training time of FFM's up to ~30X using appropriate algorithmic improvementsAchieved higher validation AUC than Rule Ensemble (RE) model used in production using FFM's		
WORK EXPERIENCE (36 months)			
Data Scientist	iQuanti Pvt. Ltd.		Bangalore (June '14 – June '17)
Services - Digital Marketing			
Local Search Competitor Analysis	<ul style="list-style-type: none">Used Logistic Regression to predict likelihood of a business listing appearing in Local Search resultsCreated two key features in title-query similarity and distance from business clusters within a cityHelped in renewal of the project, bringing in additional USD 120,000 revenue for the organisation		
Website Optimisation and Reporting	<ul style="list-style-type: none">Identified bottlenecks in User Flow funnels of the client's website, applying Markov Chains in SQLIncreased the conversion rate by 50% and annual revenue by USD 2 Million through A/B testingDesigned & automated daily, weekly & monthly reports in Excel, saving 140 man-hours per month		
Products - Search Engine Optimisation (SEO) Tool			
Search Engine Rank Prediction Algorithm	<ul style="list-style-type: none">Utilized content, backlinks, technical aspects and social presence of a webpage to create featuresExtracted topics through LDA from ~4MM Wikipedia articles to model webpage-query similarityImproved the evaluation accuracy by 60%, stacking Logistic Regression, GBM, RF & NN in PythonImplemented the module into the product, acting as the Product Owner for the Engineering Team		
Click-Through Rate (CTR) Prediction	<ul style="list-style-type: none">Engineered features utilizing brand names and interaction with rich snippets in the search resultsModelled CTR curve using Linear Regression (R-square 85%) for forecasting traffic to the website		
Professional Achievements	<ul style="list-style-type: none">Received highest rating across the organisation of 5/5, during performance appraisal in 2015-16Awarded annual 'Innovation' award and 'Employee of the Quarter' award during 2015-17Selected as one of the 6 employees for the Leadership Development Program at iQuanti in 2015-16Supervised interns and conducted training sessions on R, Python and Statistical Modelling		
DATA SCIENCE PROJECTS			
Detecting Fraudulent Behaviour in Display Ad Clicks	<ul style="list-style-type: none">Leveraged Random Under-sampling to reduce dataset size and tackle a class imbalance ratio of 400Engineered features based on popularity and time of clicks to improve AUC score from 0.95 to 0.98Ensembled LightGBM and Factorization Machines by Soft Voting to get a final AUC score of 0.982		
Scoring Classified Ads on Ability to Generate Demand	<ul style="list-style-type: none">Represented title and description of the product in the Ad as vectors through TF-IDF and Word2VecCharacterized product images using blurriness, whiteness and Transfer Learning utilizing VGG-16Created features based on user's ad-posting behavior and tuned LightGBM to achieve RMSE of 0.22		
Visualising IPL Data	<ul style="list-style-type: none">Scraped websites using Selenium in Python and aggregated ball-by-ball data for 10 IPL seasonsDesigned two interactive web applications to visualize the data with Shiny & R; Links: App1 App2		
Removing Photo Studio Background	<ul style="list-style-type: none">Applied Augmentation techniques to pre-process images of 400 vehicles clicked at 16 distinct anglesTrained a CNN-based architecture, U-Net with Adam optimizer in Keras to obtain F1 score of 99.5%		
POSITIONS OF RESPONSIBILITY			
Event Coordinator, Technex, IIT-BHU	<ul style="list-style-type: none">Led a 20-member team for Clutch 2014, a national level gaming event involving 200+ participantsEstablished budget with INR 1 lakh prize money and supervised publicity on social media platforms		
TOOLS & TECHNOLOGIES: Python, R, SOL, PySpark, Excel, Shiny, Tableau, Keras, TensorFlow			