Pradyum Soni | M
B.Tech, Class of 2021, Chemical Engg.
Indian Institute of Technology Bombay

Website: pradyumsoni.com
Linkedin: linkedin.com/in/pradyumsoni/
Email ID: pradyum.soni.c2021@iitbombay.org

WORK EXPERIENCE

Associate Product Manager | Gupshup   [Jul'21 - Present]

Marketing Dashboard	***Automate & Personalize dynamic marketing campaign on WhatsApp & SMS*** - **Methods:** Write detailed PRDs, Coordinate with developers, tester & Track releases - **Results:** Improved the product with 15 Features, within 3 months, 3 Release notes
Chatbots & AI	***Lead AI Rich Template Bots Creation*** - **Methods:** Formalize **Roadmap**, Create Miro Flows, Write Gherkin Specs - **Business Impact:** Total 10 Template Bots developed over 2 quarters with advanced features such as Product Discovery, 1-click Shopify integrated AI Bot et - **Gupshup Bot:** Leading the product end-to-end, **Deployed on the main website from 19/05/22**. Number of user sessions till 30/05/22 - 1038. Number of leads generated (est.) - 1000 till 19/06.

EXTRACURRICULARS

Awards	▪ Roll of Honor'21, Hostel Cultural Color'20 & Hostel Special Mention'19 in Culturals ▪ Bagged 5th position in SPGC; Directed the 10+ team for 60+ hours ▪ Performed in PAF'19, '20; First in MDGC'19; Written & Directed MDGC'20
Inter-IIT Captain	▪ Responsible to build 5 teams; Supervise requirements using budget of 0.1Mn ▪ First position in Improv; Overall First-Runner Up as part of 15+ core team
Hostel Alumni Secretary	▪ Air-Conditioned Study Room Project started for H9 students with appropriate budget ▪ Organizer for Silver Jubilee Reunion; Conducted H9 Alumni visit for Alumination

INTERNSHIPS & PROJECTS

Machine Learning Intern | Nuclei Technologies | Awarded LOR   [28 Jul'20 – 28 Sep'20]

Mentoring	▪ Allotted 40 mentees for 2 projects, Improved Best Kaggle ranks of mentees to 1.5k
Content	▪ Delivered 20 topic's content for LIVE project; ML & Statistics course development

Self Projects | Kaggle Projects   [Jan'21 – Apr'21]

Insurance Cost	▪ Predicted Medical Insurance Cost (Lasso Reg) & **deployed model on Heroku**
Predict Call Drop Category	▪ No Github Solution; Predicted Call Drop Category: Multi-Label Classification

State Estimation Project | Prof. Mani Bhushan | Python_3 | Github Link   [Aug'20 - Dec'20]

Purpose	▪ Simulate Williams Otto Reactor (3 simul reactions) & Estimate Unmeasured States
Methods	▪ Kalman filter; EKF; Euler Integration; Perturbation of Inputs & Gaussian Noise
Evaluation	▪ Plots: States, Spectral Radii, Innovation, Estimation error; Values: RMSE; NEES