GAUTHAM SETHURAMAN

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PROJECTS

Tools: Python, Pandas, SQL, Numpy, Sci-kit Learn, Natural Language Processing (NLP), Matplotlib, Seaborn

Financial Analysis & Portfolio Evaluation during Pandemic
- Performed financial analysis; computed technical indicators such as Moving Average Convergence Divergence (MACD), Stochastic Oscillator, etc. to time the market.
- Used correlation, regression, Sharpe Ratio, and Monte Carlo simulation to optimize portfolio allocation; applied the Capital Asset Pricing Model (CAPM) to evaluate systematic risk and expected return.

New York City Taxi Fare Prediction
- Cleaned and implemented feature extraction; transformed features using label encoding and quantile transformers.
- Implemented and iterated through different Machine Learning models such as Regression Models, XGboost, to achieve R-squared and RMSE scores of 0.96 and 1.87 with Random Forest Regressor.

EDUCATION

Georgia State University, J. Mack Robinson College of Business   Atlanta, GA
Data Science & Analytics, MS | *GPA: 3.87*   September 2021
Coursework: Statistics, SQL, Python, Data Analysis, Machine Learning.

Indian Institute of Foreign Trade, Ministry of Commerce   New Delhi, India
Master of Business Administration (M.B.A.) in International Business   July 2017

Thiagarajar College of Engineering, Anna University   Chennai, India
Mechanical Engineering, Bachelor of Engineering   May 2011

EXPERIENCE

INSTITUTE FOR INSIGHT   Atlanta, Georgia
Graduate Research Assistant - Data Science   August 2021 - Present
Sentiment Analysis On Amazon Fine Food Reviews
- Cleaned and preprocessed data using Natural Language Processing (NLP) techniques such as Bag of Words, TF-IDF, stop words removal, tokenization, stemming, and lemmatization.
- Implemented classification algorithms such as K-Nearest Neighbors, Support Vector Machines, Random Forest, Logistic Regression, and Decision Trees.
- Generalized with 0.95 AUC on test data using Logistic regression with Hyperparameter tuning.

KNAPPILY MEDIA PVT. LTD.   Bangalore, India
Co-Founder/Chief Marketing Officer   July 2015 - May 2021
Managed 8-member content and marketing team for customer acquisition, branding, and sales support.
- Led the marketing team that made Knappily the **fastest to get to 900,000 downloads** in Play Store. *(Link)*
- Landed over **5000 paid subscribers** for Knappily Daily in 2019 through targeted promotions. Developing go-to-market strategies for soon-to-be-launched Knappily Tabs, forming strategic partnerships with universities.
- Instituted a public relations program resulting in user growth from 50,000 to 3 lakhs in 16 months. Knappily has been **featured in over 30 national dailies and websites**. Interviewed and profiled by over 10 newspapers. *(Link)*
- Knappily was the **Editor's Choice** on Play Store since 2018, India's only app in its category to do so. *(Link)*
- Knappily was a winner of the **IDG Venture's Digital Consumer Innovators 2016**, by Mr. Ratan Tata. *(Link)*

CHRIST UNIVERSITY & JAIN UNIVERSITY   Bangalore, India
Visiting Professor *(Link)*   June 2018 - May 2021
Subjects handled: Entrepreneurship, Indian Economy, Marketing
- Received the **highest rating** for a faculty at the University with a **4.83 out of 5** in a class of 55 students for Entrepreneurship at the Christ University in 2018-19. *(Link)*

WADHWANI FOUNDATION   Bangalore, India
Senior Associate   April 2014 - May 2015
Coordinated business development activities and facilitated tie-ups with hotel and hospital chains.
- Developed **strategy for social media** and facilitated content creation and developed training curricula partnering with subject matter experts.Increased followers for the Facebook page organically from 15,000 to 38,000 in 11 months.

- Performed **Quality Audit** for eLearning lessons responsible for up-skilling over 70,000 students all over India

TRIVONE DIGITAL SERVICES Bangalore, India

Senior Associate July 2012 - March 2014

Wrote and managed content for Khelnama, an exclusive portal focused on sports.
- Increased traction from 0 to 4000 visits per day using Social Media, SEO, SEM, and Email Marketing.
- Edited case studies, white papers of several multinational companies such as IBM, NIIT, SIM, etc.
- Appreciated and acknowledged for consistent performance, and **promoted to Senior Associate within a year**.

TRACTORS & FARM EQUIPMENT LTD. Chennai, India

Graduate Engineer Trainee June 2011 - June 2012

Managed over 50 vendors, developing, and nurturing a positive relationship with them.
- Coordinated internally and with vendors for testing and approval of design changes and ensured approved changes were implemented in the production line.
- Reduced costs and ensured better quality and service from vendors. Achieved cost savings of $120,000 per annum through value engineering.

HOBBIES & SIDE HUSTLES

- **Sports Columnist** (weekly) for the national daily Deccan Chronicle between Nov 2012-Sep 2013. Interviewed & profiled India's top athletes. *(Link)*
- Covered the Indian Premier League and the **2019 Cricket World Cup for Yahoo UK**. *(Link)*
- Classically trained singer. **Formed the band 'Euphony'** consisting of keyboard, guitar, Cajon, and vocals that performed paid stage shows. Repertoire typically includes Indian film music 1980-present. *(Link)*
- Recent books: Atomic Habits, Sapiens, The Practicing Mind, Zero to One, 1984