




Aditya Kadiyan

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Education

Indian Institute of Technology, Kharagpur

Integrated Master of Science in Exploration Geophysics. GPA 7.23

Kharagpur, WB

2016–2021

Experience

Aura

Bangalore, KA

Data Scientist - Product Associate

Feb 2022–Present

Recommendation System

- Developed and implemented reinforcement learning using multi-arm bandits, increasing user engagement by 23%
- Developed and deployed an Apache Airflow driven ETL pipeline, efficiently processing and structuring raw MixPanel click data from AWS S3 bucket into PostgreSQL, resulting in a 73% reduction in data processing time
- Created cron job for updating collection groups in Redis, reducing recommendation API response time by 58%

Influencer Marketing

- Drove Cost per Conversion down from \$ 10 to \$ 2, a 80% decrease, using Gen AI & LLM's for influencer marketing.
- Harvested data from 1500+ influencer channels via YouTube API for NLP tag generation and stored in MongoDB.
- Generated and applied tags to influencers using OpenAI's GPT-4 API, reducing influencer selection time by 71%

Collection & Portfolio Analytic

- Lead the development of the products showcasing Portfolio & Collection Analytics tools, leading to a 15% increase in user retention rate and a 6% surge in new user acquisition rate, significantly enhancing user engagement time
- Developed a ETL pipeline for daily extraction of transactions from 100+ collections via Covalent, storing in PSQL
- Developed DAGs to process large datasets in PSQL, outputting formatted data to MongoDB for analytical features
- Executed A/B testing for optimal metric selection, enhancing the analytics products user engagement time

User Classification

- Segmented users into categories by in-game activity for targeted marketing, boosting new user acquisition by 17%
- Identified target audience for tournament promotion campaign, leading to a 57% increase in participation rates

Business & Marketing Dashboards

- Generated data-driven insights for the creation of promotional blogs that increased user engagement time by 2%
- Created an automated financial and user activity report, reducing game onboarding decisions making time by 40%

Price Classification

- Developed Price Classification engine with AdaBoost to classify NFT price and boosting user engagement by 0.4%

Yamaha Motor Solution India

Noida, Delhi-NCR

Associate Data Scientist

Jan 2021 - Feb 2022

Development of Segmentation of Point Cloud Data (PCD) algorithm

- Segmented tree from bushes with 95.4% accuracy on testing dataset, by deploying Random Forest and Yolo V5
- Obtained 91.6% accuracy for classifying PCD into categories by using Image Processing and Contour Detection
- Developed and deployed a dashboard to facilitate tree classification into categories using Open3D and PPTK
- Best performer with highest overall rating achieved in half yearly reviews amongst team of 6

Earthquake Research Institute, University of Tokyo

Tokyo, Japan

Data Analyst

Summer 2019

- Developed a System for evaluating building safety, achieving 98.3% cost reduction and an accuracy of 97.21%

Skills

Language & Software: Python, SQL, R, VSCode, MongoDB, AWS, Redis, Apache Airflow, Anaconda, PyCharm

Analysis & ML Frameworks: Pandas, NumPy, scikit-learn, TensorFlow, Keras, OpenCV, Git, REST API, Flask

Leadership And Activities

- **Coordinator - Sports and Games:** Achieved the second position in the Sports GC for RK Hall after a span of 9 years, manage the budget of INR 1 million and lead a contingent of 15 captains and 6 secretaries in the GC
- **Athletics:** Won 4 gold & 2 silver medals in the GC, represented IIT KGP in multiple Inter-IIT Sports meets.
- **Athletics:** Secured Silver medal as the Captain of Athletics Contingent of RK Hall of Residence in the GC 2019-20