Anirudh **Kamath**

Computer Scientist · 2K Savant

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Education

Northeastern University — *Boston, MA*

B.S. Computer Science/Business, Finance Concentration, Khoury College — *2018 - 2021*

Semester abroad at American College of Thessaloniki in Thessaloniki, Greece — *2017*

Experience

Boston Consulting Group (BCG) — *Boston, MA*

Fall Co-op — *Jul 2019 - Dec 2019*

- Engaged with fashion client on case team consulting underserved communities in Boston.
- Analyzed effectiveness of 100k historical global BCG marketing campaigns, specifically how effective events are in increasing website/email engagement
- Used Latent Dirichlet Allocation (LDA) for topic modelling of BCG.com articles, then added user data for an article recommendation engine based on article-article relevancy and user-article propensity
- Setup Python/Selenium scripts to automate repetitive distributed data entry into the BCG.com CMS.

Rock Ventures — *Detroit, MI*

Special Projects Intern — *Aug 2018 - Jun 2019*

- Outlined and developed digital growth strategies for firms across Dan Gilbert's portfolio of companies, specifically for Dictionary.com and StockX.
- Utilized latent vectors (hidden features not explicitly describable to a computer) from disentangled variational autoencoder (β-VAE) in PyTorch to decompose sneaker/streetwear trends and correlate these features to willing-to-pay price points.
- Implemented Mask R-CNN (segmented and labeled regions of images) model in Tensorflow for detection/segmentation of various fashion objects such as shoes, handbags, tops, and bottoms.

StockX — *Detroit, MI*

Data Science Intern — *May 2018 - Jul 2018*

- Developed convolutional autoencoder (data compression to highlight hidden representations in unstructured data) in Keras for image-based similar item recommendations.
- Optimized buyer-authentication-seller shipment path via location clustering and shortest path optimization on weighted graph considering shipping time/cost.
- Implemented daily metrics automation via CRUD operation to send company KPIs to employees.
- Structured KPIs and data from various sources for input into Customer Acquisition Cost (CAC) model to determine return on investment for social media advertising.

Honors & Awards

2019	**Data Award**, Northeastern RISE Research Fair	*Boston, MA*
2019	**Finalist**, Northeastern RISE Research Fair	*Boston, MA*
2018	**Finalist**, Northeastern RISE Research Fair	*Boston, MA*
2017	**Eagle Scout**, Boy Scouts of America	*Charlotte, NC*
2017	**Winner**, Intel Excellence in Computer Science	*Charlotte, NC*
2017	**National Finalist**, Technology Students Association	*Charlotte, NC*

Projects

Trifi (github.com/andykamath/trifi)

PennApps XVI

- System to track locations of users in a confined space via trilateration of signals from wifi beacons.
- Useful for consumer analytics within brick-and-mortar stores to analyze aisle traffic and customer journeys through a store.
- Google Cloud Platform, Node.js

Gllass (https://github.com/gllassapp/app)

Personal

- Implemented pre-trained ResNet50 Convolutional Neural Network (CNN) to classify a user's Instagram posts and highlight specific tags that garner the most attention.
- Built off this by adding a "like prediction" module that could vectorize the tags from the CNN and predict how many likes a new picture would get based on previous posts and what they contain.