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Anirudh Kamath

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Education

Boston, MA   **Northeastern University**   **Sept 2017 – May 2021**

- Bachelor of Science in Computer Science/Business, Finance Concentration, Khoury College
- Spent semester abroad at American College of Thessaloniki in Thessaloniki, Greece

Experience

Fall Co-op   **Boston Consulting Group**   **July 2019 - December 2019**

- Engaged with fashion client on case team serving underserved communities in Boston.
- Analyzed effectiveness of 100k global BCG marketing campaigns, specifically how effective events are in increasing website and 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.

Special Projects Intern   **Rock Ventures**   **September 2018 – April 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.

Data Science Intern   **StockX**   **May 2018 - August 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.

Awards

- **RISE Data Award** (2019). Awarded to the best analysis-based undergraduate research.
- **RISE Undergraduate Finalist** (2018; 2019). 24 out of 348 research projects at NU.
- **Eagle Scout** (2017). Boy Scouts of America.
- **Software Development National Finalist** (2017). Technology Students Association. For development of Twitter bot to track when people are likely to harm themselves.