Anirudh **Kamath**

COMPUTER SCIENCE · FINANCE

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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

Experience

Boston Consulting Group (BCG)   *Boston, MA*

NAMR MARKETING ANALYTICS CO-OP   *Jul 2019 - Dec 2019*

Python, Tableau, PySpark, Scikit-Learn, Excel, PowerPoint, Selenium, SQL Server, MS Dynamics, Salesforce

- Engaged with fashion client on case team consulting underserved communities in Boston.
- Analyzed 100k historical global BCG marketing campaigns to measure effectiveness of company events in increasing engagement with current/target clients
- 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 Selenium scripts in Python to automate repetitive distributed data entry into the BCG.com content management system (CMS).
- Created ETLs to sync various background information sites (LinkedIn, Bloomberg, Crunchbase, Owler, etc.) with company CRM.

Rock Ventures   *Detroit, MI*

SPECIAL PROJECTS INTERN   *Aug 2018 - Jun 2019*

Python, PyTorch, Tensorflow, Keras (Tensorflow), AWS SageMaker, Flask, AngularJS

- 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*

Python, Tableau, Google Analytics, AWS Lambda, AWS SageMaker, Keras (Tensorflow), Pandas, PostgreSQL, MySQL

- Developed convolutional autoencoder (data compression to highlight hidden representations in unstructured data) in Keras for image-based similar item recommendations.
- Researched and reported ideal fulfillment warehouse locations through location clustering and shipping optimization based on buyer/seller traffic and potential growth in the area.
- Optimized buyer-authentication-seller shipment path via shortest path optimization on weighted graph considering shipping time/cost (still used today).
- Created ETL to automate reporting daily sales and website metrics across variety of sources into one company email to employees (still used today).
- Structured KPIs and data from various sources for input into Customer Acquisition Cost (CAC) model to determine return on investment for social media advertising (still used today).

Honors & Awards

2019	**Finalist and Inaugural Data Award Recipient**, Northeastern RISE Research Fair	*Boston, MA*
2018	**Finalist**, Northeastern RISE Research Fair	*Boston, MA*
2017	**National Finalist and 1st in State**, Technology Students Association	*Orlando, FL*
2017	**Winner**, Intel Excellence in Computer Science	*Raleigh, NC*
2017	**Silver Medal Recipient for Research**, US Army (via Intel ISEF)	*Raleigh, NC*
2017	**3rd Place Statewide Technology Research**, Intel ISEF, North Carolina	*Raleigh, NC*
2017	**Eagle Scout**, Boy Scouts of America	*Charlotte, NC*

Recent Project

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

Python, Keras/Tensorflow, Flask, Scikit-Learn

- Utilized pre-trained Convolutional Neural Network (CNN) to analyze users' Instagram posts and highlight specific tags that garner the most likes.