ANIRUDH K MURALIDHAR

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EDUCATION

08/15 – Current **Masters in Data Science** at Indiana University-Bloomington, Indiana
CGPA: 3.83/4, Graduating May 2017

08/10 – 05/14 **B.E Electrical and Electronics** at SSN College of Engineering, Chennai, India
CGPA: 7.42/10

EXPERIENCE

06/16 – 08/16 **Data Science intern at Lands'End**, Dodgeville, Wisconsin

- Worked closely with the marketing department to develop data driven marketing strategies.
- Developed a customer segmentation model based on their demographic and purchase pattern in order to have a better understanding of our customers.
- Developed a prediction model to find the category preference of a given customer.
- Led a team of four undergraduates from different domains where we explored and presented ways to make Lands'End an Omni-channel model to drive processes.

09/16 – 12/16 **Appointed for Special Projects** at Lands'End, Dodgeville, Wisconsin

- Worked as a remote intern to further assist Lands'End on data driven marketing.
- Developed a recommendation system based on product attributes and on customer purchase pattern.
- Worked on a market basket analysis to mine association rules from transaction data.
- Developed a churn prediction model to predict customers who are likely to churn out and find the factors which influences this churn.

01/16 – Current **Lead Associate Instructor** at Indiana University-Bloomington, Indiana

- Assist professor during the lecture hours for the course Information Infrastructure by helping out students during group works and keeping track of their attendance and scores.
- Supervised a team of 14 other instructors, guiding them when needed and maintaining their attendance record.
- Conducted lab session each week for 25 students, teach them the concepts from lecture and show how it works.
- Conduct office hours each week to help students who are in need for the coursework.

06/14 – 06/15 **Analyst** at Mobius Knowledge Services, Chennai, India

- Developed generalized scripts to crawl data from web and then perform data preprocessing with these data crawled, primarily retail data.
- Programmed scripts to analyze the crawled data for price comparison across various brands, price trend of products over the time.
- Trained a set of 15 employees in Python programming over a period of two months to expand the usage of Python for crawling and data analysis.

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SKILLS

Programming skills: High Proficiency in Python and R, JavaScript, C, C++, Java.
Database: MY-SQL
Data pipeline: Apache Spark.
Others: Latex, Microsoft Office, Tableau.

LEADERSHIP/ACTIVITIES

09/14 – Current — Professional Development Chair at ASIS&T, a student organization at Indiana University.

- Supervise the organization's progress and find ways for its expansion.
- Interview people from industry and academics to get their views on data science and share that among students.

SELECTED ACADEMIC PROJECTS

Fall 2016 — **Opiate/Opioid prescription analysis using machine learning** [Python]
Analyzed the non-opiate drug prescription pattern of several doctors by developing a prediction model to predict if a given doctor is an opiate prescriber or not. An accuracy of 76% is achieved when tested with 25K points with 5 fold cross validation.

Fall 2016 — **Kobe Bryant's NBA career analysis** [Python, JavaScript]
Analyzed Kobe's performance in NBA mainly through visualizations to mine insights from the data. Also, developed a prediction model to predict if Kobe will hit or miss a shot which gave an accuracy of 67% when tested on 80K points using 10 fold cross validation.

Spring 2016 — **Build a decision tree classifier along with a bagging and boosting wrapper and evaluate its performance** [Python]
Implemented the decision tree algorithm from scratch and added a bagging and boosting wrapper to enhance its performance. The result showed bagging and boosting effect depends on the tree's depth.

Spring 2016 — **Performance comparison of various algorithm for document classification** [Python]
Worked on a project under the guidance of Professor Johan Bollen where the performance comparison for various algorithms are done and reported for the newsgroup dataset, where SVM was found to be best.

Fall 2016 — **Build a simple movie recommendation system and measure its performance** [Python]
Implemented a movie recommender system using distance measure such as Euclidean, Manhattan on movielens dataset of 100K and performed 5 fold cross validation which resulted in an error rate of 0.78.