

# Apurv Priyam

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## EDUCATION

### Georgia Institute of Technology, Atlanta, GA

Aug 2019 - Dec 2020

Master of Science in Computational Science & Engineering (CSE)

CGPA: 4/4

Courses: Machine Learning, Web Search & Text Mining, Visual & Data Analytics, Non-Parametric Statistics

#### Projects:

- Created an app to find the safest travel path using Dijkstra's algorithm; App generates alerts when driver is in close proximity to accident prone zones ([github.com/apurvpriyam/SPOT](https://github.com/apurvpriyam/SPOT))
- Travelling Salesman Problem using Genetic Algorithm ([github.com/apurvpriyam/TSPGeneticAlgorithm](https://github.com/apurvpriyam/TSPGeneticAlgorithm))

### Indian Institute of Technology, Kharagpur, India

Aug 2012 - July 2016

Bachelor of Technology (Hons.) in Industrial Engineering

CGPA: 8.2

## WORK EXPERIENCE

### Data Science Associate Consultant, ZS Associates

July 2016 - July 2019

- Got promoted in only 4 semesters, being among the top 10% of the batch to receive the promotion
- Researched and developed algorithms to provide efficient solutions & insights to 8+ clients (in 10+ projects)
- In a team of 3, started the 'Automation' initiative aimed to automate tasks by creating packages and products
- As an instructor provided training on R programming, Genetic Algorithm, and ML Algorithms

#### Key projects –

- **Next Best Action** – *Impact: Produced 4% Sales uplift and 25% better digital marketing channel engagement*
  - Designed and implemented an algorithm using Hard Constrained Genetic Algorithm (GA) and Convolutional Neural Network (Tensorflow, Keras) to optimize the sequence of marketing channels, tailored at customer level and subject to business constraints
  - Used Collaborative Filtering to find physician's affinity for each marketing channel for personalized solution
- **Promotional Response App** – *Impact: Cut down timelines by 1-2 weeks; Brought business with new clients*
  - Built an R package to automate data processing and modeling in Promotional Response (PR) projects
  - Created an R Shiny Application for business user to run PR projects effectively without any coding required
- Some of the other key projects –
  - Identified effects of marketing activity on patient transitions & product sales (Algo - Markov Chain, GLM)
  - Identified different segments based on sales growth difference; Found responsible key drivers (Decision Tree)

### Wiley India Pvt. Ltd.

April 2019 - May 2019

- Created video tutorials for 'Data Analytics using R' for the Wiley – a global publishing company

### Summer Intern, Tata Research Development and Design Centre, India

May 2015 – June 2015

- Metrics Analysis Platform for IT Service Management
  - Developed a data simulator in MATLAB to generate 72 metrics of 5 processes under IT Service Management
  - Analyzed metrics data using Factor Analysis and System Dynamics to build a Decision Support System

## LANGUAGES, SOFTWARE & SKILLS

R, R Shiny, Python, C++, MATLAB, D3, SQL, Hadoop, Version control (git), AWS S3, MS Excel, MS Powerpoint

## AWARDS AND HONORS

- Won **ZS Innovator of the Month** for Promotional Response App – Featured on ZS social media 2018
- **ZS Quest Hackathon** – Awarded for Best ROI and Technical Feasibility 2017
  - Created an App which sends email & text alerts on anomaly detection in the heart beats. Used live Fitbit data*
- Won **ZS Project Champions Award** - Given to the best project of the year 2017
- Ranked **1st in the National Level Data Science Challenge** 2015

## ONLINE COURSES (COURSERA.ORG)

Machine Learning Spec. (UW), Data Science Spec. (JHU), Sequence Models (deeplearning.ai), ML (Stanford)