



Apurv Priyam

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📍 Atlanta, GA

EDUCATION

Georgia Institute of Technology, Atlanta, GA | Aug 2019 - Dec 2020

Master of Science in Computational Science & Engineering. CGPA: 3.86/4

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

Indian Institute of Technology, Kharagpur, India | Aug 2012 - Jul 2016

Bachelor of Technology (Hons.) in Industrial Engineering. CGPA: 8.2/10

WORK EXPERIENCE

Summer Intern, Western Digital | Jun 2020 - Jul 2020

- Developed a Bi-LSTM model to extract data from Invoices with 86% accuracy. Created a Flask app as an user interface (Computer Vision, OpenCV, Natural Language Processing, PyTorch)
- Crafted feasibility report and collaborated with 15+ vendors for App development for proof of delivery

Graduate Teaching Assistant, Georgia Tech | Jan 2020 - Present

- Lectured on Machine Learning; prepared and graded assignments for 150+ students

Data Scientist, ZS Associates | Jul 2016 - Jul 2019

- Got promoted in only 4 semesters, being among top 10% of the batch to receive promotion
- Initiated and led a program to automate tasks by creating libraries and products
- Educated colleagues including seniors on R programming, Genetic Algorithm, and ML

Key projects

- **Next Best Action – Impact: Improved sales by 4% and marketing channel engagement by 25%**
 - Optimized sequence of marketing channels, personalized for each customer and subject to business constraints (Hard Constrained Genetic Algorithm, Convolutional NN (Keras))
 - Applied Collaborative Filtering to find physician's affinity for each marketing channel for a personalized solution
- **Promotional Response App – Impact: Reduced timelines by 1-2 weeks; Acquired new businesses**
 - Single-handedly wrote an R package to automate data processing, exploration, and modeling
 - Single-handedly created a Web Application for business users to run projects

Some of the other projects

- Quantified effects of marketing activity on patient transitions & product sales (Markov Chain, GLM)
- Identified different geographical segments based on sales growth difference; Pinpointed responsible key drivers (Decision Tree)

R Programming Instructor, Wiley India Pvt. Ltd. | Apr 2019 - May 2019

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

Summer Intern, Tata Research Development and Design Centre | May 2015 – Jun 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



PROJECTS

- **'analyzeR' R package** - github.com/apxr/analyzeR
 - Published an R package for automated data analysis using plots and **15+** statistical tests
 - It generates a detailed R markdown interactive notebook with one function call
- **SPOT (Safest Path Optimization Tool)** - github.com/apxr/SPOT
 - Created an app to find safest travel path utilizing **Dijkstra's** algorithm
 - App generates alerts when the driver is in close proximity to accident-prone zones
- **Efficient Recommender System using low-rank approximation**
 - Built a recommender system using Singular Value Decomposition (SVD), **regularized SVD**, and Collaborative filtering
 - Designed **incremental SVD** to handle new ratings without re-calculating full SVD - For addition of 250 (15%) movies, re-training took **3%** of original time; Error increased by **0.2%**
- **Travelling Salesman Problem using Genetic Algorithm** - github.com/apxr/TSP_GA
 - coded from scratch. Compared various mutation & crossover operators, selection process



LANGUAGES, SOFTWARE & SKILLS

Python, Flask, R, R Shiny, D3, SQL, MATLAB, MS Excel, HTML, CSS, git, C++, Hadoop, AWS S3



AWARDS AND HONORS

- Won **ZS Innovator of the Month** for Promotional Response App (ZS Associates) | **2018**
- **ZS Quest Hackathon** – Awarded for Best ROI and Technical Feasibility (ZS Associates) | **2017**
Created an App that sends email & text alerts on anomaly detection in the heartbeats. Used live Fitbit data
- Won **ZS Project Champions Award** - Given to best project of the year (ZS Associates) | **2017**
- **Amgen Inc. Hackathon** - Secured a full-time project for ZS (ZS Associates) | **2017**
- Ranked **1st** among 10,000+ participants in the National Level Data Science Challenge | **2015**