# Ashwin Ayyasamy Elamurugu

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| **Education** | **University of California, Los Angeles** | Los Angeles, CA |
| | B.S. Statistics, Minor in Mathematics | Aug 2019 |

**Skills**     **Programming:** Python, R, SQL | **Big Data:** Spark, EC2, Airflow | **BI Tools:** PowerBI, Tableau

**Work Experience**

**Snap Inc** — Palo Alto, CA
Data Scientist — Apr 2022 - Present
- Building an ad optimization tool that produces pre-launch KPI forecasts, historical benchmarks, targeting recommendations, and recommended design tweaks
- Developed a constraint-based budget-optimization engine to allocate $120M yearly spend dynamically across advertisers, regions, and timeframes to maximize ROI
- Engineered the company's first unified attribution pipeline in Airflow to consolidate registration data from 6+ acquisition teams creating a single source of truth
- Led data-science for paid user acquisition—managing ETL, incrementality modeling, and campaign optimization—delivering 120M+ incremental active days in Q2 2025.
- Automated retargeting audience setup, incrementality calculations, and spend-allocation — slashing test launch and analysis time from ~4 days to just 3 hours.

**Apartments.com (CoStar Group)** — Atlanta, GA
Data Scientist — Jan 2020 - March 2022
- Prompt-engineered GPT-3 and deployed it as a Streamlit app for the content team, accelerating description generation on Apartments.com sites by 50%
- Built a CNN based image classifier, using Tensorflow, to categorize property images
- Created a bootstrap based estimator to predict the expected performance lift for advertisers on site, driving $100k+ NNR through new upgrades within the first month
- Devised a robust framework to identify and differentiate renter behavior at a county level; framework encapsulates Neural Networks, LDA, and other ML techniques
- Developed and deployed an in-house Geospatial map tool as a Python App, using Dash, to fully automate 20+ hours of weekly effort for the GIS team

**23andMe** — Mountain View, CA
Data Science Intern — Jun 2019 – Sept 2020
- Shipped the company's first user feedback experimentation tool — built frontend UI and backend ML that allow PMs to visualize, analyze, and model trending customer issues
- Ran a customer value analysis in SQL and R to uncover a market diversification opportunity — worked with the DNA team to update existing user-targeting features

**Wipro Technologies** — Los Angeles, CA
Data Science Intern — Sep 2018 – Jun 2019
- Built an AI product that was adopted by 4 leading manufacturing MNCs, generating >$8M
- Developed a production-level NLP algorithm which analyzes real-time user complaints and provides both the product manufacturer and user with actionable solutions
- Exposed 15+ NLP modules as REST APIs to accelerate product deployment time by 3X

**Wipro Technologies** — Bengaluru, India
NLP Intern — Jul 2018 – Sep 2018
- Leveraged Spacy.io, an NLP API, to build 10+ efficient grammatical modules that convert verbose/grammatically incorrect user statements into simple understandable sentences
- Created an intent recognition algorithm in python that classifies unrecognized statements into existing/auto-suggested intents to boost ChatBot performance by 15%

**Cibus** — Hyderabad, India
Co-Founder — May 2017 — Feb 2018
- Launched cibus.in, a premier online food-delivery platform, geared towards a market of 20+ universities; received 4200+ website visits and fulfilled 500+ orders within a month