Asmita Vikas

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Skills

- Proficient with Java, Python
- R & Weka for Data Mining
- Hadoop Map-Reduce, PIG, Oozie, Hive
- Oracle SQL, PL/SQL
- HCatalog, Redshift, RDS
- EMR, MapR, Linux Internals
- Tableau, Birst, R Shiny, Caravel for Visualization
- HTML5, CSS, Javascript
- PHP, Perl, Shell Scripting
- Informatica Cloud MDM, Salesforce

Experience

- **Citrix R&D** *Bangalore, India*
  Data Engineer— Mobility Apps Division— Winner at 4 Coding Challenges *July '14 – Present*
  - *Designed and developed a* **Data-Driven cross selling recommendation engine** *that crunches customer's provisioning and usage information and provides a list of potential customers that can be cross-selling targets. Sales rep can feed in results which enables the model to recommend better. Project started as a hackathon work (winning 1st position globally), later converted to a mainstream product. [Java, R, Supervised Learning, Tableau]*
  - **Retention analysis** *- Implemented an algorithm to forecast the chances of retention of a Citrix customer and the probability of trial conversion along with the top causes of retention failure. The model accounts for product usage and user behavioral information. This project was again conceived as a hackathon idea, winning 1st position in India level, and, went on to be actively used across all BU teams today. [R, HTML5, Shiny]*
  - *Worked with large structured and unstructured data-sets to* **develop DataMarts on AWS platform** *to reduce ETL time by 76% [Java, Pig, Hadoop, Hive, Postgresql, Oozie]*
  - **Marketing Funnel Analytics** *- Worked closely with the marketing team to develop funnel analytics solutions to understand the potential cause of customer loss and steps to fix them [Java, Marketo APIs, Pig]*
- **Citrix R&D** *Bangalore, India*
  Software Engineering Intern *Jan '14 – June '14*
  - *Worked on* **data optimization features for NetScaler load balancer**. *Developed a model for developers to understand and predict the measure of compression achieved in data with each version implemented. This helped product managers figure out the optimal data optimization standards [Perl, Python, Html5]*
  - *End to end automation scripts for load testing*

Education

- **Bachelor of Engineering in Computer Science** *PES Institute of Technology, Bangalore*
  GPA : 8.83/10 *Sep '10 – May '14*

Technical Experience

- **Infinite Precision Data-Structure**
  - *Implemented a data storage mechanism using linked-list that can store any large value (beyond the limits of integer and long), and perform mathematical operations, from addition to square root, over them[C, Data Structures, Linux]*
- **Human mood based dynamic playlist generation [In sponsorship with Texas Instruments]**
  - *Engineered a customized mood detection algorithm using unsupervised learning*
  - *Programmed the TI Sensor tag(wearable device) to detect user mood dynamically*
  - *Developed an android based interface that changes user playlist to suit the mood and context.[Java, Weka, Predictive Analytics, Android Sensor programming]*
- **Marketing Recommendation Engine**
  - *A marketing solution that won 1st runners up at Citrix hackweek 2016, and later enhanced with help of marketing experts.*
  - *A bot reads the web periodically to find customers of competitor products and understand their behavior and pain-points in using the product.*
  - *A recommendation engine now runs in the background which parses each customer need and suggests customized solution that can be offered by Citrix products. Evolves with the feedbacks received to mine how well were the product recommendation was received, thus becoming more efficient with each user response.[Python, Weka, Twitter APIs]*
- **Feature Usage Analytics**
  - *An end-to-end system that consumes telemtry events from product, parses them to run daily ETLs that builds analytical solutions capable of examining the best and worst features of a product*
  - *A Tableau dashboard that talks to the solution on Redshift and gives end users easy access to the market behviour of each product feature along with the customer satisfaction [Java, Hadoop MapReduce, Pig, Hive, Redshift, RDS, Tableau, Caravel]*
- **Virtual Classroom**
  - *An interactive remote collaboration solution that enables distance learning through a live session between and a tutor and a set of students*
  - *Support for teaching aids like presentations, documents and a chat functionality to resolve queries and functionality to schedule meetings*
  - *Led a team of 12 as a part of software engineering project to accomplish this [Java, WebRTC, Google Calendar API, HTML5]*
- **In-organization Recommendation Engine**
  - *An engine that parses textual data from an organization in real-time for processing.*
  - *A searching mechanism that allows users to query and get answers customized to the needs of the organization. [Java, Hadoop Map-Reduce, Spark]*