

Asmita Vikas

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Education

- **Bachelor of Engineering in Computer Science**
GPA : 8.83/10

PES Institute of Technology, Bangalore
Sep '10 – May '14

Experience

• Citrix R&D

Data Engineer— Mobility Apps Division

Bangalore, India

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. I started this project in a hackathon (winning 1st position globally), and have helped build it into our mainstream product. [R, Java, 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** for easier access and self-service visualization across teams. [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 [Marketo APIs, Java, Pig]

• Citrix R&D

Software Engineering Intern

Bangalore, India

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 them figure out the optimal data optimization standards [Perl, Python, Html5]

Projects

• Human mood detection and dynamic music playlist generation [In sponsorship with Texas Instruments]

- Engineered a customized mood detection algorithm with K-means clustering
- 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]

• In-organization Recommendation Engine

- Built an intra-organization, mini search engine to query over textual data of an organization and return the related documents, using a single node Hadoop cluster [Java, Hadoop Map Reduce]

• Feature Usage Analytics

- A system that consumes and parses the telemetry events and builds analytics solutions using Tableau to give a representation of the behavior of each product feature and their usage along with customer satisfaction[Hadoop MapReduce, Java, Pig, Hive, Redshift, Tableau, Caravel]

• Tweetbot

- 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 rival 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]

• Virtual Classroom

- An interactive remote collaboration solution that enables distance learning through a live session between 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 [Java, WebRTC, Google Calendar API, HTML5]
- Lead a team of 15 as a part of software engineering project to accomplish this

Skills

- Proficient with Java, Python
- R & Weka for Data Mining
- Hadoop Map-Reduce, PIG, Oozie, Hive, HCatalog, Redshift
- Oracle SQL, PL/SQL
- EMR, Mapr, Linux Internals
- Tableau, Birst
- HTML5, CSS, Javascript
- PHP, Perl, Shell Scripting