

Asmita Vikas

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Education

- **Masters of Science in Analytics** *University of San Francisco*
Jul '17 – Jun '18 (Expected)
- **Bachelor of Engineering in Computer Science** *PES Institute of Technology, Bangalore*
GPA : 8.83/10 Sep '10 – May '14

Experience

- LogMeIn** Bangalore, India
Data Engineer Sep '16 – Jun '17
- **Feature Usage Analytics** - Lead developer for a system that allows daily product usage analysis, by reading a raw stream of usage data, parsing and running daily ETLs over it. [Java, Hadoop MapReduce, Pig, Hive, Redshift, RDS]
 - Worked directly with Product Managers to help them understand the health of LogMeIn products by generating daily analytical reports on the product behavior. [Tableau, Redshift, Postgresql, Caravel]
- Citrix R&D** Bangalore, India
Data Engineer | 4 time winner at Citrix Global Hackathon Jul '14 – Aug '16
- Designed and developed a **Data-driven cross selling recommendation engine** that crunches customer's provisioning and usage information to recommends new products suited to their needs. Increases sales efficiency by 8% by providing a list of potential customers for cross-sell. This idea started as a hackathon project. Upon winning the 1st position globally, I developed it further as a recommendation model [Python, R, Supervised Learning, Tableau]
 - **Retention analysis** - Implemented a model 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, which one 1st position in India level, and, went on to be actively used across all BU teams today. [R, HTML5, Shiny]
 - **Developed DataMarts on AWS** - Worked with large structured and unstructured data-sets, thereby reducing ETL time by 76% compared to traditional RDBMS.[Java, Pig, Hadoop, Hive, Postgresql, Oozie]
 - **Marketing Funnel Analytics** - Worked with the marketing team to develop a marketing funnel and build analytical reports over it to determine ideal conversion path for customers. [Java, Marketo APIs, Pig]

Projects

Mood based dynamic playlist generation (In sponsorship with Texas Instruments)

- Engineered a customized mood detection algorithm using unsupervised learning and developed an android based interface that changes user playlist to suit the mood and context.
- Programmed the TI Sensor tag(wearable device) to send data to the algorithm and detect user mood dynamically [Java, Weka, Predictive Analytics, Android Sensor programming]

Marketing Recommendation Engine (Global Hackweek Winner at Citrix)

- A bot monitors the Twitter feed periodically to find customers of competitor products and understand their behavior and pain-points in using the product.
- The recommendation engine then suggests the most suitable Citrix products to be marketed to a given user. The model improves with feedback over time.[Python, Tweepy, Weka]

In-organization Search Engine

- An engine that parses and indexes textual data from in-house files of an organization
- Users can query the search engine and get answers that are customized to the needs of their organization. [Java, Hadoop Map-Reduce]

Skills

- Java, Python, R
- Oracle SQL, PL/SQL, Redshift, RDS, Postgresql
- Tableau, Birst, R Shiny, Caravel
- Pandas, PHP, Perl, Shell Scripting, Javascript, HTML
- Hadoop Map-Reduce, Pig, Oozie, Hive, HCatalog, Spark
- EMR, MapR, Linux Internals
- Numpy, Scipy, Pandas, ggplot, dplyr
- Weka, Informatica Cloud MDM, Salesforce