

# ASMITA VIKAS

<http://asmitavikas.github.io>  
vikasmita20@gmail.com

+91 9036684498  
<https://in.linkedin.com/in/asmitavikas>

## Employment

<b>Software Engineer</b>	<b>Citrix R&amp;D, Bangalore (India)</b>	<b>July '14 – Present</b>
<ul style="list-style-type: none"><li>Involved as a developer in the DataMart migration to AWS, by refactoring the existing ETLs from PL/SQL to Map-Reduce, PIG and HIVE.</li><li>Developed a data-driven model using logistic regression and random forest to forecast the chances of retention of a GotoMyPC customer. (R, HTML5, Bootstrap CSS)</li><li>Developed a cross-selling recommendation engine to identify potential opportunity to sell a new product to an existing customer. (R, Tableau)</li><li>Designed and implemented a data model for marketing funnel analytics where we analyze the sales and marketing productivity by building a funnel architecture of the number of visits to the system to the number of conversions into accounts. (Java, Salesforce, Marketo APIs, Adobe Analytics)</li></ul>		
<b>Software Test Intern</b>	<b>Citrix R&amp;D, Bangalore (India)</b>	<b>Jan '14 – June '14</b>
<ul style="list-style-type: none"><li>Developed multiple scripts for testing of Front-End Optimization features of NetScaler.</li><li>Developed a dashboard for the end-users to get the visual of the results of the number of optimizations. (Perl, HTML5, Foundation CSS, Google Charts)</li></ul>		

## Education

- Bachelor of Engineering in Computer Science at PES Institute of Technology (**GPA: 8.85/10**) **2010-2014**

## Projects

- DataMart Migration to AWS:** An effort to strengthen our AWS infrastructure and migrate our existing DataMarts from the on-premise Oracle infrastructure to AWS. The effort involves re-designing our data models and refactoring our existing ETLs on PL/SQL to PIG and Map-Reduce based ETLs. I'm part of the development team for this effort. (Map-Reduce, PIG, AWS)
- Customer Retention Forecast:** A statistical model to predict the retention probability of a GoToMyPC monthly-paid customer. We use the functional as well as behavioral parameters to determine the retention chances. Currently used by the product team to identify the reason for losing a customer. (R, HTML5, Bootstrap CSS)
- Cross-Selling Recommendation Engine:** A project to develop a data-driven recommendation engine which could identify the potential cross selling opportunities from an existing customer by looking at the current usage statistics. The sales team uses this, to pitch to existing customers for a new product. (R, Tableau)
- Marketing Funnel Analytics:** A project to analyze our lead conversion and sales-marketing efficiency via data coming from all possible channels, Salesforce, Adobe Analytics, Marketo and DoubleClick. We bring the data from all the channels in our DataLake in S3 and build analytical models over it. We also provide visualization over the end-results to our customers. (Java, Marketo APIs, Adobe Analytics APIs, Birst)
- In-organization Search Engine:** A search engine that focuses on a micro level search inside an organization to search for text in resources like documentation, papers, patents, etc. N-grams are created out of text corpuses and queried using a single cluster Hadoop Map-Reduce setup. (Java, Hadoop Map-Reduce)

## Languages and Technologies

---

- Proficient with Java and basics of Python
- Hadoop Map-Reduce, PIG, R for data analytics
- Photoshop, Front-End Designing
- PHP, Oracle SQL, PL/SQL
- Data visualization using Birst and Tableau
- HTML5, CSS, JavaScript

## Extracurricular Experience

---

- **Winner at Citrix New-Hire Hackathon:** Winner at Citrix new-hires hack week for developing an application to help patients understand the disease symptoms and connect to the nearest specialist.
- **Winner at Citrix Mobility-App New-Hire Hackathon:** The Customer Retention model won us the Citrix Hack-Week and was later taken live to be used by the product development team.
- **Winner at Citrix Mobility-App HackWeek:** The Cross Selling model won us the Citrix Hack-Week and is currently used by the sales team to understand the requirement of their customers better
- Participated in various Hackathons and have been an organizing member for Prakalpa (Tech Fair) and Aatmatrishya (Cultural Fair) 2011, 2012 events in PESIT .
- **Photography and photo-manipulation:** Enthusiastic about photography and photo-manipulation using Photoshop, as well as web designing.