



Rohit Karan

Roll Number : 180107047
B.Tech - Chemical Engineering
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Education

- **Indian Institute of Technology, Guwahati** *2018-Present*
 - Bachelor of Technology - Chemical Engineering with Minor in Product Design

Experience

- **Marketing Campaigns Manager at 'Anveshan Oil Farms'** *Dec 2019 - Jan 2020*
 - Improved the product pages, hunted various keywords circling around the products of the firm and incorporated them in new ad campaigns along with optimization of real time dynamic bids which ultimately resulted in higher sales and a reduced Advertising Cost of Sales (ACoS).
 - Managed seller accounts on platforms like Amazon and Flipkart.
- **Summer Engineering Intern at 'Alliance Tires Group, Dahej'** *May 2019 - June 2019*
 - Undergone a complete in-plant training for tire manufacturing, covering all industrial aspects and stages of tire production from mixing of compounds in the banbury to assembling a tire in the tire building machine.
 - Also worked on a project to improve the Carbon Dispersion in one of the Truck-Bus Radial (TBR) sidewall compounds after completion of the in-plant training.

Projects

- **Prediction of Indian Flight Delays** *Feb 2020 - March 2020*
Consulting and Analytics Club, IIT Guwahati
 - Gathered data regarding flight delays and weather conditions from various sites using python package Beautiful Soup and scrapped at data set with 15k data points and 40+ features.
 - After categorical encoding, imputation of missing values and removal of rows with many missing values, removed the outliers and normalized the target variable. Started with basic linear models but then shifted to tree based ensemble models for better results.
 - The evaluation metric used was Mean Squared Error. After careful hyper-parameter tuning by Randomized Search Cross Validation and application of various ML models obtained the training mean squared error as 0.13 while it was 0.25 for the test set.
 - **Carbon Dispersion Improvement in TBR Sidewall Compound** *Jun 2019*
Alliance Tires Group (Yokohama Tires), Dahej
 - Examined the ongoing banbury mixing procedure of a TBR sidewall compound in the firm and suggested a mixing sequence which ultimately improved the carbon dispersion in the master compound from 3.8 to 5.8 on a scale from 0 to 10.
 - **Tapping into the Economics of Mass, Short Duration Migration (Case Study)** *Dec 2019*
Strategy Storm 2020 Prelims

Performed various calculations on the provided demographics of the incoming crowd during Kumbh Mela and then estimated the demand of products the company will face during the Mela.

 - Analysed the profits and social impacts and then selected one out of the available three plants to maximize both.
 - Examined the demographics to come up with the right plans to target the customer population and increase market acquisition.
 - The case study ranked fourth out of 360+ participating team in the international case study competition by IIT Guwahati, Strategy Storm.
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Technical skills

- **Programming languages** : C, C++, Python, Matlab *
- **Database management** : mySQL*
- **Miscellaneous** : MS Excel, MS Word, Presentations, Tableau*
- **Operating system** : Windows, Linux

** Elementary proficiency*

Positions of Responsibility

- **Core Team Lead, Marketing and Corporate Relations, Techniche 2020**
 - Led a team of 36 executives and guided them throughout their course from joining the team till the completion of the fest.
 - Successfully brought in sponsorship worth 10 lakhs with clients like Grade Stack Learning Pvt Ltd, De Vintage 28, Belgian Waffles and Keventers.
 - Successfully planned and executed the marketing of 2 international and 11 national events with reach of over 3 lakh people.
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Achievements

- **Strategy Storm 2019-2020, IIT Guwahati** : Selected as one of the top ten finalists from over 360 participating team in the international case study competition.
 - **Joint Entrance Examination 2018** : Secured a percentile score of 99.7 %ile out of 2 million students appearing in JEE 2018
 - **KVPY 2016-17** : Obtained the National research fellowship scholarship by securing a position in top 1% (AIR-532) out of more than 50,000 students appearing in KVPY 2016
 - **Regional Mathematics Olympiad 2015** : Qualified for the national stage by securing third position in Uttarakhand State.
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Extracurriculars

- **The Untold Fantasy** : A personal wordpress web page for self written blogs and articles.
- **Social Rights and Responsibility Club, IIT Guwahati** : As a team member, conducted various events like cleanliness drives and ice breaking sessions between freshmen and seniors.
- **Lumiere (The Movie Club), IIT Guwahati** : Participated in a 10-hour and 20-hour movie making competition as script writer.