Keyush Shah +1 (267) 278-1269 | keyush06@seas.upenn.edu | in LinkedIn | Github | Blog







EDUCATION

University of Pennsylvania (School of Engineering and Applied Science)

Master of Science in Engineering (MSE) in Data Science; GPA 3.9/4.0

Philadelphia, PA Aug 2023 - May 2025

Coursework: Adv. Deep Learning (Diffusion models, LLMs, Multimodal architectures), Artificial Intelligence, Machine Learning, Statistics, Statistical/Probability models in Marketing, Database & Information Systems

Kirori Mal College (KMC - University of Delhi)

Bachelor of Science (BS) in Statistics; GPA: 8.11/10

Delhi, India July 2017 - Aug 2020

Coursework: Adv. Probability, Calculus, Linear algebra, Real Analysis, Statistical Inference, Time Series, Op. Research

EXPERIENCE

Research Intern, Computational Social Listening Lab (UPenn)

May 2024 - Present

- Research Goal: Working on identifying misinformation on social media (FB posts, YouTube interactions) and whether or not it relates to health outcomes for people categorized on the basis of race (white/black) & urbanity (rural/urban).
- Developed a URL based misinformation-detection model that detected around 1k misinformed posts out of 1mm FB posts.
- Implemented sentiment analysis using a pre-trained 'DistilBERT' Transformer model to evaluate user emotions from social media posts, leading to insights on engagement patterns segmented by race and urbanity.
- Unified data from various online survey platforms in a secured server via MySQL and performed feature engineering in Pandas to prepare data for further downstream tasks.

Data Science Intern, Universal Media (PA, USA)

May 2024 - Aug 2024

- Architected and implemented Azure SQL Database solutions, encompassing data pipelines, ETL processes, and DDL scripts to enhance data management and reporting capabilities.
- Led the development of 3+ data pipelines using Azure Data Factory, facilitating the seamless ingestion and transformation of diverse data sources into the Azure environment.
- Authored 5 stored procedures in SQL, automating repetitive tasks and improving query performance by over 30%.
- Developed and maintained 2 Power BI dashboards, utilizing DAX and Power Query to optimize data models, which provided actionable insights to client strategy teams.

Assistant Manager, *IIFL Finance Ltd*

Apr 2022 - July 2023

- Created 10+ paginated reports on Power BI Report builder leveraging SSRS (SQL Server Report Services) functionalities to help the senior management track the business performance of 1000+ branches across the country.
- **Key Projects:**
- Digital Adoption: Performed analysis to ascertain the features of the customers opting for digital loan disbursals. Built a Random Forest model on Azure ML to scope out potential customers and drive digital revenue with an accuracy of 90%.
- Migration: Optimized & migrated complex SQL queries from an obsolete database server to a new one with zero downtime or loss of data that improved the reporting services by nearly 40%.

SELECTED PROJECTS

- Al derived RAG (2024): Developed a novel extension to RAG systems using the Mixtral-8x7B model. Achieved a 15% improvement in QA accuracy and context retrieval relevance compared to baseline systems, leveraging LLM-derived documents like summaries and example questions to enhance performance in long-context QA tasks. (PyTorch) [Github Link]
- Marvel Bot (2024): Engineered a conversational LLM app using LangChain and RAG, integrating Ollama to optimize three quantized models. Web scraped 4+ Marvel Wikipedia pages and deployed the solution on Streamlit, ensuring real-time, context-aware responses and efficient memory usage. [Github Link]
- Traversability Estimation (2023): Implemented and integrated attention mechanism with fully convolutional network to classify terrains into traversable regions using Semantic Segmentation. Trained over 200 epochs & observed an improvement of 2% in the mean IOU that was used for evaluation using attention FCN. (Pytorch, SkLearn, Google Colab) [Github Link]

TECHNICAL SKILLS

Programming & Skills: Python, MySQL, Java, R, Git, React, NodeJS, MongoDB, MS office, MATLAB, JavaScript, HTML/CSS Software & Tools: VS code, PyTorch, Eclipse, Cloudera, Jupyter, AWS Sagemaker, AWS Bedrock, DAX Studio, SSMS, CUDA, LaTeX Certifications: Machine Learning Specialization, Deep Learning Specialization, Data Science for SQL, Statistical Analysis with R

EXTRA-CURRICULAR and ACHIEVEMENTS

Theatre: Core Team Member (The Players). Lead Actor and auditioned for a brand advertisement and two short films. Sports: District-level Cricket player & represented my college in Basketball at the zonal level.

Community: Collaborated with National Service Scheme (NSS), Delhi University & worked toward child empowerment.