NIKILESH KUMAR

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SUMMARY

I am a self-motivated data science enthusiast on a mission to use data driven approaches to identify business insights and strategy frameworks that reflect on what analytics truly is – creative and innovative story-telling grounded by pure facts.

EDUCATION

Northeastern University, Boston   Boston - MA, USA
*Master of Science in Engineering Management (**Current GPA: 3.87/4.00**)*   Sep `17 - Expected June `19
Coursework: Data Mining for Engineers, Probability and Statistics, Economic Decision Making, Project Management, Deterministic Operations Research, Statistical Methods for Engineering, Neural Networks and Deep Learning

National Institute of Technology - Tiruchirappalli (NIT-Trichy)   Tiruchirappalli - TN, India
*Bachelor of Technology in Computer Science and Engineering (**First Class**)*   Jul `13 - May `17
Coursework: Data Warehousing, DBMS, Algorithms and Data Structures, Cloud Computing, Natural Language Processing

SKILLS/CERTIFICATIONS

Programming Languages	R, Python, SQL/PostgreSQL, HTML/CSS, Javascript
Software Skills	Domo, Tableau, SAP-Hana, MS Azure ML Studio, MS Office, Adobe Analytics (SiteCatalyst), Adobe Audience Manager, Adobe Data Workbench, Google Analytics, Hubspot, Eloqua

EXPERIENCE

ServiceNow Inc.   Santa Clara - CA, USA
Data Scientist Co-Op – Web Optimization and Intelligence / Marketing Operations   Jul `18 – Dec '18
- Analyzed omni channel data from Adobe Analytics/Omniture and connected that live data to over 120 interactive and visual dashboards on Domo with real-time data connectors across all ServiceNow BU sections on the corporate site.
- Created an interactive CMO Dashboard on Domo leveraging internal and external data for a live tracker of performance across all digital channels (e.g. SEM, SEO, Social, Organic) for the CMO to use during strategy and planning meetings.
- Examined website visitor behavior to provide performance insights and readouts, pre/post website feature change analysis and KPI analysis to various stakeholders and committees for website conversion optimization
- Leveraged Adobe Data Workbench/Audience Manager to build a framework for a web content recommendation system.

Intelli Bookkeeping   Cambridge - MA, USA
SEO Analyst   Oct `17 - Dec `17
- Worked with a startup to help increase the domain rank of their website over 3 keyword search campaigns, managed contacts on Hubspot CRM and reported directly to the CEO through weekly campaign performance updates.
- Analyzed KPIs on Google Analytics and Ahrefs to generate performance reports and observe campaign effectiveness.

National Institute of Technology - Tiruchirappalli   Tiruchirappalli - TN, India
Android Developer Intern   May `16 - Jul `16
- Developed an Android application in aid of local farming initiatives to track irrigation schedules of different crops and factored in real time weather data to optimize water consumption and usage with a simulated improvement of 43%.

PROJECTS

Stock Prediction Using R, Northeastern University   Jan `18 – Apr `18
- Performed feature engineering on time series data of various ETFs and banking stocks and utilized the generated features to predict price movement of a constituent stock by using gradient boosting for an AUC score of 0.60.
- Demonstrated concepts of removing seasonality and transforming data into stationary data for more realistic performance.

Sentiment and Volatility Data Analysis in Cryptocurrency, Northeastern University   Nov `17 - Dec `17
- Created a sentiment analyzer to scrape Twitter data related to various cryptocurrencies, performed data cleaning on tweets and conducted a sentiment correlation analysis on their price history.

Activity Recognition and Classification – Undergraduate Thesis, NIT-Trichy   Jan `17 - May `17
- Built a minimalistic fitness tracker using an Arduino device and employed machine learning techniques (Naïve Bayes) to classify 3 different types of physical activities with 98% accuracy and calculate fitness statistics from the live data stream.

EXTRACURRICULAR & LEADERSHIP ROLES

- Graduate Leadership Institute *[Northeastern University '18]*
- TEDxNITTrichy *[Founder '15 '16, Chair, Speaker Curation]*
- Pragyan, NIT-Trichy *[Manager, Marketing Team, '16]*
- NIT-Trichy CSE-Association   *[Workshops, Chair '17]*
- Festember, NIT-Trichy *[Media Relations, Head '16]*