

Prakhar Gupta

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EXPERIENCE

ColdMessage AI

Nov 2022 – Present

Founder

Gurugram, India

- Created a chrome extension to help workaround ChatGPT Restrictions. Reached 3000 DAU (Daily Active Users).
- Built an app which writes hyper-personalized cold messages using **Node.js** powered by **LLMs**. Failed to reach sustainable traction.

Amazon

May 2021 - Oct 2022

Software Development Engineer

Hyderabad, India

- Increased Tax matching workflow speed by 15x from adding client side **AWS ElastiCaches**, creating notifier systems using **AWS Lambda** and optimizing **AWS Step Functions** and **AWS S3** Queries.
- Planned and proposed high and low level designs of a new initiative, documented best solutions and outlined detailed steps for incremental implementation of the project.
- Assisted in developing an employee support platform from the ground up, using **React** for front-end design, integrating backend APIs with **Spring**, and utilizing **AWS DynamoDB** for robust data storage. This platform is currently in use by all Amazon employees.
- Improved **CI/CD** Infrastructure of existing micro-services. Incorporated multiple steps in the pipeline to ensure security and quality control, including blocking the pipeline in case of security risks and requiring multiple approvals before deploying to production.

OYO

Aug 2020 – May 2021

Machine Learning Engineer

Gurugram, India

- Implemented the **LambdaRank** Research Paper from scratch using **Python** and **LightGBM** to demonstrate the effectiveness of an improved ranking algorithm. These models across the organization are responsible for **\$300M+** increase in gross margin value.
- Processed **100TB+** of big data using **AWS EMR** and **PySpark** to create cleaned dataset. Built **ML models** on this data, tested and deployed them to the OYO app. This resulted in an approximate increase of **\$20M+** in revenue per year.
- Built ETL data pipeline for various new features which helped in increasing performance of models. Also created End to End Workflow for new features to be calculated in real time which can be used in models.
- Took Ownership to build separate ML models for New Users. **Led and mentored** 2 SDE interns on this project. This project reduced customer churn rate by upto **5%**.

OYO

Jan 2020 – Aug 2020

Machine Learning Engineer Intern

Gurugram, India

- Created city clusters using **Python** and **Scikit-learn**. These clusters were used to divide cities into segments on which models were trained and launched.
- Built a backend service using **SpringBoot** and **Flask** to manage model configurations for ranking platform.

EDUCATION

The LNM Institute of Information Technology

Jaipur, India

B.Tech in Computer Science and Engineering

Aug 2016 – Aug 2020

Relevant Coursework - Data Structures & Algorithms, Object Oriented Programming, Operating Systems, Database Management System, Artificial Intelligence, Data Science

PROJECTS

NodeSaaS

June 2019 – July 2019

- Created a Free and Open Source SaaS Boilerplate using **Node.js**, **Express**, **EJS** and **MongoDB**. Generally sold for 1000\$+, people can now access this for free.

TECHNICAL SKILLS

Languages: Java, Python, JavaScript, SQL

Frameworks: React, Redux, Node.js, Flask

Databases: MongoDB, Redis, ElasticSearch, MySQL, DynamoDB, PostgreSQL

Misc: Git, AWS