Pranshu Diwan

diwan.p@husky.neu.edu | +91 8879725890 | pranshudiwan.github.io | linkedin.com/in/pranshudiwan

EDUCATION

Bachelor of Engineering, Information Technology (Mumbai University)
Vidyalankar Institute of Technology, Mumbai
06/2015 – 06/2019 *GPA: 7.924/10*

WORK EXPERIENCE

Data Science Intern
Hashtag Loyalty
06/2018 – Present *Mumbai, India*
Hashtag Loyalty offers customer engagement and marketing automation tool for local businesses. (https://www.hashtagloyalty.com/)

Achievements

- Built a communication model to optimize email send time communication and increase current open rates. Deployed the Email Model for real-time production using Flask and it is being tested on internal email communication.
- Built a classification model to classify items into appropriate segments. Model ready to be deployed.
- Established KPI's to track the performance of our clients based on market research and metrics
- Analyzed user data and integrated the item classification model to optimize and predict user buying behavior.
- Developed a personalized recommendation model for users. The model recommends items to a user based on their purchase history.
- Worked on revenue forecasting models using ARIMA
- Analyzed and segmented customers by conducting RFM and LTV analysis
- Worked on Google Cloud Platform and set up a shared JupyterHub instance.
- For a more detailed description of the deployment process and algorithms used, visit https://pranshudiwan.github.io

Software Development Intern
Hexaware Technologies
06/2017 – 07/2017 *Mumbai, India*

Achievements

- Created a web app and a standalone app to perform CRUD (Create, Read, Update, Delete) operations on the employee database.
- Developed using Java, Eclipse environment, Apache Tomcat server, HyperSqlDB, Servelets, JSP, HTML5, CSS3.
- Presented project work to the team and project manager.

SKILLS

Python | Pandas | NLP | AWS | Tensorflow | Scikit-Learn | GCP | Git | Java | C | HTML5 | CSS3 | Management | Leadership | Jupyter

ACADEMIC PROJECTS

Item Classification (Natural Language Processing)

- Classified food data items into appropriate segments (veg, non-veg, drinks) using an unsupervised approach using NLP and libraries.

Toxic comments classification challenge (Kaggle)

- Built a model capable of detecting different types of toxicity like threats, obscenity, insults, and identity-based hate. Trained an ensemble model to get an accuracy of 0.9865 on the leaderboard.

Movie Recommendation System

- Built an ensemble model for a personalized movie recommendation system. The model has a content based, popularity based and collaborative filtering recommendation algorithms.

Facial Emotion Recognition using Deep Learning

- Built an web app using Flask which takes a picture of any face and predicts the emotion on that face. Used CNN for prediction, and trained it using the FER 2013 dataset on AWS. Accuracy is around 58%

Web application for database operations

- Transformed the existing project during my internship at Hexaware. Added new functionality modules and a new CSS3 theme.

RESEARCH

Deep Learning based approaches for Recommendation Systems (Springer)

Paper accepted in 2nd International Conference on Intelligent Data Communication Technologies and Internet of Things.

Survey paper on Facial Emotion Recognition (IEEE)

Paper accepted and successfully presented in 3rd International Conference on Trends in Electronics and Informatics 2019.

EXTRA CURRICULARS

Literary Secretary, VIT Student Council 17-18

Head organiser, Inspire to Empower 2019 (celebrating International Women's day) in our college.

Secretary General, VIT Model United Nations 2018

Chief Editor, V-Express 2018 (college magazine)

Organizer for the Nucleya concert (India's top EDM artist) at VERVE 2018. (college festival)