RAHUL SAHU

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Education

New York University,   August *2021 - April 2023*
MS, Information Systems - *Product Management Track*
Coursework: Algorithm, Data Science, Digital Strategy

Savitribai Phule Pune University   August 2020 - *May 2018*
B.E. - Computer Engineering (**Top 5%** of the graduating class)
Coursework: Database, Web Development, Gamification

Skills

Technical: Python, Javascript, C/C++, ReactJS, HTML, CSS, SQL, REST API, Linux, Pandas, Git, AWS

Soft Skills: Cross-functional communication, Product Demonstration, Project Management, Escalation Handling

Core Skills: System Design, Wireframes, Quality Analysis, Prototypes, User Persona, Feature Prioritization

Experience

Hatch it, India   **Co Founder**   *February 2019 - January 2021*
- Built an app suite to connect live performers, restaurants, and event managers.
- Hired and lead a team of 5 amazing people including developers, quality analysts, and UI designer.
- Negotiated partnerships with Insider and Bookmyshow, resulting in **+130% revenue growth in 4 month**s.
- Lead social and performance marketing to increase reach by 35% and reduce marketing spends by 48%.
- Developed a B2C app along with engineers using ReactJS, Node, jQuery, SCSS, Bootstrap, and MongoDB.

OSX, Dentsu Merkle, India   **Software Engineer**   May *2019 - Apr 2020*
- CSS optimization and restructuring, **decreased load time of web app by 8.5%**, from 3.5 sec to 3.2 sec.
- Leveraged a reusable module-based approach, and created a Storybook directory of 20+ components.
- Engaged with Product owner for user research and customer journey optimization.
- Collaborated with the UX team for mobile-first approach, and **enhanced initial style file size by -20%.**

Projects

Spotify - Predicting the next hit song
Using KNN classifier, created a model to predict the popularity of a song. Improved the accuracy by 18%

Reserve price optimization for First Price Auctions - Under guidance of Prof Charles Elkan
Creating a model to adaptively update and optimize reserve prices based on estimates of bidders.
Exposure: XGBBoost, Pandas, Collab, SciKitLearn, Numpy

User Authentication with Keystroke Dynamics - Awarded best project for User Interface
An application to analyze typing patterns (like physical handwriting). Used bayesian classifiers with 84% accuracy.
Exposure: Naive Bayes classifier, XML, Pytorch.

Personal Projects
- Little Tags - To learn the concepts of front end development built an e-commerce store - Link
- Fast Tappy - A fun game to improve typing - https://rahul-fast-fingers.netlify.app/