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# ROHIT GUPTA

## Professional Experience

**Data Analyst, Delhivery,** logistics and e-commerce supply chain startup *(Sep 2015 – Present)*

- Implemented a *semi-supervised classification algorithm* based on Support Vector Machines to classify e-commerce products into distinct categories (one-vs-all) using bag-of-words representation; utilized 15M+ unique unlabeled product descriptions with 70K labelled examples to achieve a classification accuracy of 97%
- Developed an *ensemble model* to predict the cash-on-delivery returns based on past consumer behaviour and a host of other factors (locality, supplier, e-portal, gender, product category, price range); processed data of 30M+ unique customers and achieved a sensitivity of ~90% for old customers and ~80% for new customers; 20K+USD/month potential cost-savings
- Created an *open-source BI stack* aimed at easy tabular access to business stakeholders through pivoting; automated the processes of data extraction from warehouse, variable manipulation and database updation through Mondrian Schemas and ETL layers; reduced turn-around time from ~3 days to 15 minutes
- Developed and deployed an *RShiny* application for a test-run to determine and prove the feasibility of open-source solutions for data visualization and reporting

**Trainee Decision Scientist(Business Analyst),Mu Sigma Inc.** Bangalore *(Feb 2014- Jun 2015)*

- Designed a *dynamic pricing strategy* based on price elasticity for one of the world's largest online ticket marketplace; *linear regression* based prediction model for suggesting the optimal commission to be charged from buyers based on the current supply-demand scenario to maximize revenue; instrumental in a ~30% revenue increase
- Built a *non-linear regression model* to determine the total number of after-sales support calls over the lifetime of a product for one of the world's largest IT and consumer electronics organization; solution adopted by the client to write off overheads due to servicing costs
- Built a *time-series predictive model* for the sales of heavy mechanical equipment for one of the world's leading manufacturer of construction and mining equipment; achieved an accuracy of 94% in predicting the sales of an equipment which costs upward of US $50K

## Education

| Class/Degree | School/College | Passing Year | Marks in % |
|---|---|---|---|
| B. Tech, Electronics & Communication | Maharaja Agrasen Inst. of Tech., Guru Gobind Singh Indraprastha University | 2013 | 72.29 |
| AISSCE XII | Central Board of Secondary Education | 2009 | 91 |
| AISSE X | Central Board of Secondary Education | 2007 | 92.8 |

- Qualified for Central Sector Scholarship by Ministry of Human Resource and Development, Govt. of India, as an undergraduate (less than 1% acceptance rate)
- Recognition for literary creation from National Hindi Academy (sole winner in a class of 120 students)
- Prestigious position in National Science Olympiad securing a school rank of II

## Related Coursework

Applied Mathematics (Multivariate Calculus, Linear Algebra), C/C++, Data Structures, Database Management Systems, Operating Systems, Computer Architecture, Software Engineering, Computer Networks

## Academic Projects

- **Comparative study of spectrum-sensing techniques in cognitive radio networks**: Simulated continuous radio-sensing at the receiver-end to facilitate efficient and adaptive usage of the unlicensed wireless spectrum; adaptation of transceiver to changes in incoming radio frequency stimuli while ensuring proper allocation of resources (tool used: MATLAB)

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- **Parking assistance using proximity sensors**: Fabricated a proximity sensor circuit that utilized infrared waves for collision detection and LEDs for alerts; the solution had the benefit of being extremely low on manufacturing and maintenance costs

## Technical Skills

- Languages/Platforms: R, Python, SQL/NoSQL, Linux, MS Excel, MS PowerPoint, AWS, Pentaho, C++
- Ancillary functions: Automation, Text Mining, Parallel Processing, Integration with Cloud, Scheduling, API

## Internships

**National Innovation Foundation:** an autonomous body under **Department of Science and Technology, Govt. Of India** in Value Addition R&D department, Ahmadabad *(Jun 2012- Jul 2012)*

Involved in prior art search, feasibility study and prototype inspection of an indigenous product- temperature based AC fan controller; worked in close liaison with a product design firm to conceptualize the design and packaging of the product based on inputs from marketing and business development teams

## Extra-curricular and Co-curricular Accomplishments

- Senior Vice President of the *Entrepreneurship Development Cell* at the UG School *2012-2013*
- Volunteered at SaveLife Foundation, an NGO improving road safety and emergency medical care *2013*
- Intervention Marshal at the F1 *Indian Grand Prix*; kept a part of the track fit for race *2012*
- Served as a Spectator Services Assistant at *Commonwealth Games, Delhi* *2010*
- Participated in a social awareness campaign under the aegis of Leela foundation (an NGO) regarding the benefits of sanitation and the importance of a Clean Yamuna *2010*

## Hobbies

Reading, Writing, Travelling, History, Philosophy, Psychology, Photography, Personal Finance, Table Tennis, Snooker, Quad-copters