

Samaksh Gulati

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EDUCATION

- Georgia Institute of Technology** Atlanta, USA
• *Master of Science - Analytics* (Specialisation: Computational Data Science) Aug 2022 - Dec 2023
Graduate Teaching Assistant: Business Fundamentals for Analytics
Courses: Machine Learning, Natural Language Processing, Deep Learning, Data and Visual Analytics, Analytical Modelling
- Birla Institute of Technology and Science Pilani** Goa, India
• *Masters of Science in Economics ; Bachelors in Mechanical Engineering* July 2015 - June 2020
Courses: Econometrics, Derivatives and Risk Management, Portfolio Management, Marketing Research, Macroeconomics

SKILLS SUMMARY

- Languages/Tools:** Python, SQL, R, Pytorch, Pyspark, Tableau, AWS, Azure, Figma, JIRA, Asana, Microsoft Suite
- Frameworks:** Scikit, NLTK, Huggingface, SpaCy, Gensim, TensorFlow, Keras, Numpy, Pandas
- Platforms:** Tableau, AWS, Azure, Figma, Google Analytics, Microsoft Suite, JIRA, Asana
- Modelling:** Machine Learning, NLP, Ensemble Methods, Deep Learning, Meta-Heuristics, AB Experimental Design

EXPERIENCE

- Meesho - Senior Product Analyst** Bangalore
• *Building Products for the Advertisement (Monetisation) team* Jan 2022 - Aug 2022
 - Ad Campaign Journey Optimization:** Built an Ad Campaign Optimisation framework to enable real-time CPC (Cost per Click) bidding feature resulting in an **10% (5Cr INR)** overall increase in monthly ad revenue
 - Ads Personalization:** Formulated relevance score using **Collaborative Filtering** in order to serve more relevant and personalized ads to the user to increase Ads Orders/Users by **8%**
 - Multi Arm Bandits Experiments:** Implemented state-of-the-art **MAB algorithm** enabling real-time experimentation and resulting in **3% increase in Ad-revenue/view** over **A/B experiments**.
- ZS Associates - Data Science Associate/ Decision Analytics Associate** New Delhi
• *Building Atlas Journey - Data Science Team* Sep 2021 - Jan 2022
 - Opportunity Identification:** Enabled the client to identify “must-win” customer journey moments leading to final Conversions and increased client market share by **5%**
 - Pathway Clustering:** Developed automated journey maps with top aggregate pathways (all customers) with the ability to drill down to individual level using word embeddings and NLP techniques
 - Impact Estimation:** Used Meta-Heuristics (Genetic) algorithms to optimize marketing budget to maximize uplift of a US high-tech client driving **18%** revenue growth and increasing monthly average order value by **8%**
- US MedTech Pod – Go to Market Strategy Team** Aug 2020 - Sep 2021
 - Segmentation:** Used Random Forest, Latent Class Analysis algorithms to segment and create customers profiles for **200k** customers for a US Fintech SAAS company to improve marketing effectiveness
 - Go-to-Market Strategy:** Delivered US commercial and integration strategy for a **\$900M+** business unit of top 3 global cardiac device manufacturer
 - Fuzzy-Matching:** Reduced turnaround time by **9%** saving costs of **1.5 FTE** by automating a fuzzy-match tool
- J P Morgan - Equity Research Analyst Intern** Mumbai
• *Worked with the US Healthcare Technology and Distribution Team ; Received return offer* July 2019 - July 2020
 - Financial Modelling:** Built financial models to estimate a Private Equity deal of a US retail pharmacy chain for **\$85 billion**; Responsible for initiating coverage and building DCF valuation model for a Clinical Laboratory IPO
 - COVID-19 Sensitivity Model:** Estimated the \$EPS impact of COVID-19 on all the Pharma Distributors; Implemented a sensitivity model
- WorldQuant - Virtual Research Consultant** Remote
• *Identifying Alpha generating strategies based on fundamental and technical analysis* Oct 2018 - Aug 2019
 - Alpha Generation:** Developed **150+** statistical arbitrage models/algorithms using Python to achieve a market neutral position for the USA region.

PROJECTS

- Forecasting Retail Sales using Non-Linear Methods :** Developed **5** time series models to predict Walmart weekly sales based on Demographic, store, holidays features & mid scale enterprises. Obtained Weighted Mean Absolute Error (WMAE) of **85%** using ARIMAX models

CERTIFICATIONS AND AWARDS

- Chartered Financial Analyst L1: Top percentile in **9/10** subjects; Awarded Scholarship worth **\$1,000** May, 2019
- Lean Six Sigma Green Belt: Scored the highest grade; Hand on Experience with Minitab September, 2018
- Winner among **1/250** students in the ZS Consulting Case Study Challenge held at BITS Goa August, 2017

LEADERSHIP

- President, 180 DC Consulting Club :** Led a team of 5 junior consultants to carry out Location Advisory for the Government of India resulting in launch in 2 states; Awarded the Best Project Award (**3/350**) Dec 2017 - July 2019
- Vice-Captain, Badminton Team:** First Place (**1/8**) at the Inter-Bits Sports Meet held in Dubai Sep 2015 - Dec 2017