Samaksh Gulati

✉ sgulati41@gatech.edu | 📱 +1(470)265-1478 | 🔗 samaksh-gulati | ⊙ samaksh97

EDUCATION

Georgia Institute of Technology — Atlanta, USA
Master of Science - Analytics : Computational Data Science GPA: 4.0/4.0 — Aug 2022 - Dec 2023
Graduate Teaching Assistant: Business Concepts for Data Science
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
Mathematical and Statistical Methods, Linear Algebra, Probability and Statistics, Computer Programming

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
- **Modelling:** Machine Learning, NLP, Ensemble Methods, Deep Learning, Meta-Heuristics, AB Experimental Design

EXPERIENCE

Meesho - Product Analytics Manager — 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 Scientist / Decision Analytics Consultant — New Delhi
Building Atlas Journey (Link) - Data Science Team — Sep 2021 - Jan 2022
- **Data Processing**: Prepossessed **4 Bn+** webpage URLs and stitched journeys of 400k users through multiprocessing
- **Journey Visualisation**: Developed automated journey maps using Sankey Charts to visualize key attrition points
- **Pathway Clustering**: Performed Clustering through **LSTM autoencoder** based embeddings on the journey moments
- **Conversion Modelling**: Achieved an **F1 score of 0.85** to capture temporal journey effectively
- **Impact Estimation**: Used Meta-Heuristics (Genetic) algorithms to optimize the marketing budget to maximize the uplift of a US mattress company 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 a 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 a 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

- **Document Summarising using Large Language Models**: Implemented Instruction Fine tuning on Language Models to summarise clinical patient documents. Obtained Weighted F1-score of **81%** using **Tk-instruct base model**. Designed a **Latent Dirichlet Allocation** based Topic Modelling Framework to identify themes in documents. (Link)

CERTFICATIONS 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