Saumya Parikh

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EDUCATION

Arizona State University, Tempe, AZ
Master of Computer Science, May 2018 — GPA: 3.06/4
Nirma Institute of Technology, Ahmedabad, India
Bachelor of Technology, Computer Science and Engineering, May 2016 — GPA: 7.12/10

WORK EXPERIENCE

Summer Intern, Programmer/Analyst — Bio-Rad Laboratories, Inc.
June 2017 - August 2017 — Hercules, CA

- Worked with the Life Science Research and Data Science teams to provide a tool for assessing the return on investment of marketing campaigns, and help the business teams make better investment decisions.
- Developed a batch pipeline for extracting, cleaning and validating raw data from multiple sources (SAP, Salesforce and Government Surveys) and importing it in Power BI reports.
- Introduced and implemented a method to tackle the problem of attributing revenue from the SAP COPA database to the Salesforce campaigns.
- Tech Stack: Hadoop, Impala, MS Azure, Power BI, Python (Scripting, API development and Analysis).

Intern, Advertising Analytics — Media IQ Digital Pvt Ltd
January 2016 - May 2016 — Bangalore, India

- Performed statistical analysis to estimate performance of various ad campaigns in Canada, optimize audience targeting and provide comprehensive results and insights to the clients.
- Created audience segments for efficient targeting and improving conversion rates by implementing regression and classification techniques on the data to get audience overlaps and market trends.
- Developed a scheduled batch process to extract information of users who click on an ad, via Appnexus APIs, and load them into S3 buckets, which can be then used to create custom audience segments.
- Tech Stack: PostgreSQL, Python, Redshift, Hive, Java with Spring Framework, Excel, and Appnexus.

PROJECTS

- **Visualizing Climate Change**: Developed interactive and animated online visualizations using D3.js, to illustrate climate change, its factors and effects.
- **Geo-spatial Data Analysis**: Analyzed NYC Taxi data, using Apache Spark and Hadoop File System, to identify top 50 hot-spots within a given location and time-range using the Getis-Ord Statistic measure.
- **Video Information Retrieval and Querying**: Created a Video Frame Similarity graph on a set of over 20 short videos after performing dimensional reduction (PCA) on the extracted color histograms, and spatial and motion vectors. Used an asymmetric similarity measure to rank and find the most significant frames from the videos.

SKILLS

Proficient in: Statistics and Data Analysis, Object Oriented Programming, Database Design and Development, Front-End Development, Data Visualization, Scripting, RESTful Programming
Familiar with: Distributed DBMS, Image Processing, Natural Language Processing, Functional Programming
Programming Languages: C, C++, Python, Java, JavaScript, MATLAB, SQL, R

VOLUNTEERING

Volunteered as a teacher in the All India Rural Empowerment Program for 2 years, providing primary education to the less-privileged kids. The program led to a significant rise in the number of children enrolling for high school education.