

Saumya Parikh

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EDUCATION

Arizona State University, Tempe, AZ

Master of Computer Science, May 2018

GPA: 3.22/4

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.
- Derived a solution for attributing cumulated revenues from SAP COPA (ERP) table to their respective Salesforce campaigns and clients (CRM) by approximation and avoiding duplication.
- Developed a batch pipeline with a comprehensive user interface for extracting, cleaning and validating raw data from Azure Data lake and importing it to Power BI reports.
- Built a scraper to extract results from the knowledge panels of search engines like Google, Bing, DuckDuckGo and Yahoo to validate raw user input data.
- Tech Stack: Hadoop, Impala, MS Azure, Power BI, Python (Scripting, API development and Analysis), JavaScript (UI).

Advertising Analytics Intern

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.

RELEVANT PROJECTS

- **Visualizing Climate Change:** Developed interactive and animated online visualizations using D3.js, to illustrate climate change, its factors and effects. [Website Link](#)
- **User Activity Monitoring:** Created a web app and a Chrome extension to log various user activities on Stack Overflow such as clicks, link jumps, votes, scrolls and comments. Designed simple and interactive visualizations using Charts.js enabling the users to compare their behavior and interests with others. [Github Link](#)
- **QuizIt:** Designed an adaptive quizzing platform that records user preferences and performance and provides questions accordingly. The personalized order of questions and topics encourages self-learning and independent study. The web app also enables users to visualize and compare their performances, thus promoting competition. [Web App Link](#)
- **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. [Github Link](#)

SKILLS

Proficient in: Database Design and Development, Front-End Development, Data Visualization, Scripting, RESTful Programming, Statistics and Data Analysis, Object Oriented Programming

Familiar with: Distributed DBMS, GraphQL, Natural Language Processing

Programming Languages: C, Python (Flask, Django), JavaScript (React), PostgreSQL, MongoDB, HTML, CSS

COURSES

Graduate Courses: Foundations of Algorithms, Adaptive Web, Software Design, Multimedia and Web Databases, Data Mining, Distributed Database Systems, Principles of Programming Languages, Data Visualization

Undergraduate Courses: Data Structures and Algorithms, Operating Systems, Database Design and Administration, Data Compression, Computer Networks, Introduction to AI.