

# Shivam Shakti

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## EXPERIENCE

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- **CustomerGlu (Marax AI, Inc.)** Bengaluru, India  
*AI Engineer — Founding Member* April 2017 - Present
  - **Explainable Customer Churn Prediction:** Built customer churn prediction system using **LSTM with survival functions** for consumer internet businesses with ROC AUC score of **0.93**. Implemented techniques like **LIME** and **DeepLIFT** to explain approximate reasons for churn.
  - **Product Discount Recommendation:** Minimized spend and maximized conversion of marketing campaigns resulting in **30%** increase in net revenue by building a **Budget Optimization** and **Product Recommendation** algorithm.
  - **ML and Data Infrastructure:** Built **infrastructure for designing experiments** thereby resulting in **safe production roll-out** for Machine Learning models with **A/B tests**. Implemented **large-scale batch and stream data processing** application for Machine Learning and Data Analytics.
  - **Offer Personalization using RL:** Implemented **Discrete action DQN** for recommending the optimal offer to a user. Built infrastructure for running experiments in a simulation. Also performed **Offline Policy Evaluation** on trained models to estimate performance in deployment.

## SKILLS SUMMARY

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- **Programming Languages:** Python, Java, JavaScript
- **Frameworks:** Tensorflow, PyTorch, Flask, Tornado, Express, Spark, Kafka
- **Tools:** Celery, Airflow, Docker, AzureML, AWS Sagemaker
- **Databases:** PostgreSQL, MongoDB, Cassandra, Redis

## PROJECTS

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- **One-Shot Signature Recognition:** One-shot offline signature verification using **Siamese CNN** and **triplet loss**. Users are able to upload a positive sample of their signature which can be used to verify if a new samples matches with original one or not. **Tensorflow - Tensorflow Serving - Flask**
- **Reinforcement Learning Algorithms from Scratch:** Implementation of RL algorithms like DQN, REINFORCE, A3C, PPO and SAC from research papers. **Tensorflow, PyTorch**

## EDUCATION

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- **Maulana Abul Kalam Azad University of Technology** Kolkata, India  
*Bachelor of Technology - Information Technology; GPA: 8.59* July. 2013 – June. 2017

## PUBLICATIONS

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- **Hidden Technical Debts in Churn Prediction Systems** Nikhil Saldanha, Shivam Shakti, Raman Shrivastava *Montreal AI Symposium 2018*
- **A Cloud Intrusion Detection System Using Novel PRFCM Clustering and KNN Based Dempster-Shafer Rule** Partha Ghosh, Shivam Shakti, Santanu Phadikar *International Journal of Cloud Applications and Computing*, 6(4), 18-35
- **Feature Selection Using Modified Charged System Search for Intrusion Detection Systems in Cloud Environment** Shivam Shakti, Partha Ghosh, Rupesh Kumar, Santanu Phadikar *International Journal of Control Theory and Applications*, 9(41), 1012-1021