UDAY KUMAR

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ACADEMIC DETAILS

YEAR	QUALIFICATION	EDUCATIONAL INSTITUTION	PERCENTAGE
2019-21	M.Tech (Industrial & Management Engineering)	Indian Institute Of Technology, Kanpur	6.85 (CPI)
2013-17	B.Tech (Mechanical Engineering)	KIIT University,Bhubaneswar	83.1%
2013	Class XII (ISCE)	AGCS, Kolkata	91.5 %
2011	Class X (ICSE)	AGCS, Kolkata	88.8 %

ACADEMIC PROJECTS

Statistical Modelling for Business Analytics	**Medical Insurance Premium Prediction** – Predict the cost of medical insurance premium and study the factors affecting it • Encoded the categorical data using **OneHotEncoder** and **LabelEncoder** and avoided **dummy variable trap** • Applied **Simple** and **Multiple Linear Regression** technique • Incorporated an **interaction feature** BMI OF SMOKERS and significantly improved in the **Adjusted R- Square value** to **0.82** **Bank Marketing Campaign Analysis** – Extract information from existing marketing campaign dataset of a bank and find out customer segment who subscribed to term deposit for developing next marketing campaign • Checked for **multi collinearity** of features using **VIF** (Variance Inflation factor) • **Logit** and **Probit** models were used for classifying the subscription class • Achieved an **accuracy** of about **76% precision** of **0.73** and **AUC** of **ROC curve**, **0.85**
Data Mining	**Classify Sentiments from Movie Review-** To classify movie reviews into 5 classes • Performed **Tokenization** and created **Word Clouds** of negative and positive movie reviews • Applied Feature Engineering using **Count Vectorizer** and **TF IDF vectorizer** • Implemented **Logistic Regression**, **Random Forest** and **SGD** models
Applied Machine Learning	**Heart Disease Classification using Supervised Learning –** • Predict if any person is suffering from any heart disease from a dataset having 768 observations and 14 features • **Preprocessed** by converting some categorical variables into dummy variables and scaling all the values • Applied **Logistic Regression**, **KNN** and **Random Forest** Classifier to achieve an accuracy of about 86%,88% and 88% respectively
Marketing Research	**Brand Comparison between PUMA, ADIDAS and NIKE footwear -** • **Research questions –**What role does **price** play while purchasing footwear? Which product is better on basis of build **features**? Is **variety** a vital factor while buying footwear? How do **discounts** offer work in simulating footwear purchase? What features of the current **advertisement campaign** are effective? What factors contribute to **switching to another brand**? • Conducted the online survey and performed various **parametric and non parametric tests** in SPSS to gather insights

COURSEWORK AND SKILLS

Data Mining and Knowledge Discovery | Operations Research**| Probability & Statistics | Marketing Research |** Introduction to Computing (JAVA) **| Applied Machine Learning | Statistical Modelling for Business Analytics**

Python(**NumPy,Pandas,Matplotlib,Seaborn,Sklearn**)|JAVA|SQL|MS Office

SUMMER INTERNSHIP

Intern at Harvest India Private Limited **(**MAY-JUNE ’20)

Building Footprint Regularization -

- Proposed a robust and effective polygon regularization algorithm consisting of a coarse and fine adjustment that transforms the segmented building boundary to structured footprints

Programmable WhatsApp Messaging-

- To send an automatic payment update to the customer on receiving the payment using Twilio API for WhatsApp or SMS on mobile
- Tested successfully in the sandbox environment

ONLINE LEARNING AND CERTIFICATIONS

SQL for Data Science by University of California

POSITIONS OF RESPONSIBILITY

Teaching Assistant,IIT Kanpur	Managed and provided support to a class of 40 students	*Sept ’20-Present*

HOBBIES AND INTERESTS

Football| Basketball | Badminton | Reading | Travelling