

AAYUSH KAPOOR

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EDUCATION

K. J. Somaiya College of Engineering, Mumbai, IN
Bachelor of Technology - Information Technology

August 2019 - July 2023
CGPA 9.16 / 10

Old Dominion University, Norfolk, VA, USA
Masters in Computer Science

August 2023 - Present

INTERNSHIP EXPERIENCE

Marico Limited

Mumbai, IN

Data Science Intern

January 2023 – Present

- Successfully migrated complex codebases between development and production environments, ensuring seamless functionality across platforms and enabling smooth transitions for critical projects.
- Collaborating on initiatives to bolster the demand sensing accuracy of a critical model for the company, resulting in a 2-3% improvement and helping to prevent business loss; achieved through the application of advanced data science methodologies and fine-tuning of algorithms such as Random-Forest Regression to optimize model performance.
- Leverage image processing techniques to deliver key insights and analysis, effectively optimizing image data to drive strategic business decisions and support data-driven operations.

CanceRx.in

Delhi, IN (Remote)

Software Engineering Intern

February 2022 – June 2022

- Spearheaded the development of a cutting-edge WhatsApp chat-bot to facilitate seamless appointment booking and medication ordering, employing advanced Python programming techniques to deliver instantaneous solutions for the company's use case.
- Conducted comprehensive functional and unit testing of the website's back-end to identify and remediate any weaknesses, ensuring a seamless user experience and mitigating potential inconsistencies while logging in from the hospital's perspective.
- Fine-tuned the pipeline for the website's integration with third-party applications, seamlessly integrating and optimizing tools such as Browserstack for enhanced functionality and maximum efficiency.

Simply Body Talk

Mumbai, IN (Remote)

Website Manager

July 2021 – October 2021

- Managed two brand websites, CueKids and Simply Body Talk, overseeing both front-end and back-end development to ensure optimal performance and user experience.
- Boosted conversion rates by skillfully incorporating strategic call-to-action elements and revamping website design, ultimately elevating SEO scores by an impressive 48%.
- Ensured seamless and error-free e-commerce transactions for a diverse range of products, services, and events.
- Leveraged expertise in plugin implementation to optimize website functionality, successfully integrating powerful tools such as WooCommerce, Google Analytics, and Yoast SEO for maximum efficiency.

Aagam Edu.

Mumbai, IN (Remote)

Business Development Manager

July 2020 – September 2020

- Successfully expanded the client portfolio by 25% through targeted marketing initiatives in the education technology sector.
- Streamlined communication between clients and CEO by organizing and facilitating meetings, while ensuring all necessary materials were prepared and available.
- Built and maintained strategic partnerships with schools and institutions within a specific geographic region, establishing a collaborative working relationship to drive business growth.

PROJECTS

GoPillz - A Healthcare Chatbot

- A WhatsApp chatbot with the aim of simplifying healthcare, GoPillz offers the functionality of booking lab tests, appointments with your doctor and buying medicines from the WhatsApp chat itself.
- Conceptualized and streamlined the timeline for the SDLC process as well as charted out its use cases.

Musico - Emotion-based Music Recommendation System

- This music recommendation is available through a web application where a playlist is displayed to users based on their facial expression and their previous watch history to enhance the search result.
- Expedited the facial recognition process using AI algorithms such as Haar-Cascade and assembled the UI components using React.js

EXTRA-CURRICULAR ACTIVITIES

Marketing Secretary, *Students' Council*, K. J. Somaiya College of Engineering

2020 – 2021

Volunteer, *Parvaah Initiative*, K. J. Somaiya College of Engineering

2020 – 2021

Moderator, *General Assembly*, International Singhania Model United Nations

2018 – 2018

Member, *Honors Society*, Smt. Sulochanadevi Singhania School

2014 – 2017

TECHNICAL SKILLS & FRAMEWORKS

Python | Java | JavaScript | C | HTML | PHP | SQL | Django | React.js | jQuery | Snowflake | Airflow | Ajax | AWS