



# Akshat Bakaya

## PGDM – Business Analytics

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ACADEMICS				
Qualification	Institute	Board / University	Year	% / CGPA
PGDM – BA	NMIMS, Mumbai	NMIMS	2019-21	3.23/4
Graduation	JIIT, Noida	University	2011-15	73.00%
XII	Modern Academy, Lucknow	ICSE	2010	66.83%
X	La Martiniere College, Lucknow	ICSE	2008	66.14%
WORK EXPERIENCE			44 MONTHS	
Aricent Technologies		Software Engineer	Feb 2017 – June 2019	
Roles and Responsibilities	<ul style="list-style-type: none"><li>Managing the code for ERRC layer of User Equipment for LTE network.</li><li>Successfully derived requirements and implemented Coverage Enhancement module for IOT devices modem.</li><li>Successfully created multiple customer reports using Matlab, Json and HTML.</li><li>Successfully derived requirements and implemented enhancement pertaining to IMS Media Engine, Trace Size optimization and Optimization of Cell Barring time measurement.</li></ul>			
Achievements	<ul style="list-style-type: none"><li>Awarded Best Team award as a part of five-member team twice.</li><li>Awarded Best Team award as a part of three-member team</li></ul>			
TIV Labs		HTML Developer	Aug 2015 – Nov 2016	
Roles and Responsibilities	<ul style="list-style-type: none"><li>Successfully adding various product information to the web page.</li><li>Direct interaction with client in order to create a better understanding relating to the flagship products and updating the same.</li><li>Maintenance of website for Micromax's Canvas series phones</li></ul>			
Achievements	<ul style="list-style-type: none"><li>Awarded Best team award as a part of three-member team</li></ul>			
INTERNSHIPS				
Sharekhan by BNP Paribas	<ul style="list-style-type: none"><li>Identification and detailed suggestions for the set of events to be created and applied on Sharekhan mobile app for digital marketing using firebase analytics to enhance user experience and analytical reporting. Also detailed overview of the app with respect to competitor's offerings.</li><li>Implementing tags for Facebook pixel and Google Engine Search on Sharekhan website using Google tag manager.</li><li>Finding key customer insights from Sharekhan website using Adobe Analytics for enhancing current marketing strategy.</li><li>Development of a Digital Assistant for Brokers at Sharekhan.</li><li>Basic design documentation for development of a Digital Relationship Manager.</li></ul>			
PROJECTS				
Academic	<ul style="list-style-type: none"><li><b>Hierarchical Demand Forecasting for products of FMCG Industry</b> using ARIMA model.</li><li><b>Churn Prediction and Customer Lifetime Value evaluation</b> for Telecommunication Industry.</li><li>Predicting probability of a student belonging to a class program using <b>Discriminant Analysis</b>.</li><li>Predicting student scores using <b>Bayesian linear regression</b></li></ul>			
Personal	<ul style="list-style-type: none"><li><b>Black Friday sales:</b> To predict the purchase amount of each customer against various products</li><li><b>Context Based Sentiment Analysis:</b> Collect movie reviews from twitter, the system determined the context and provided rating to the statement based on linguistics (penn-treebank)</li><li><b>Deducing Business Strategies using Web Analytics Tools:</b> Detailed Analytic trends using Google Analytics, Adobe Analytics and Piwik.</li><li><b>Application of Algorithmic Trading Strategy:</b> "Trend Following Strategy" in R.</li></ul>			
EXTRA CURRICULAR ACTIVITIES				
Interests/Hobbies	<ul style="list-style-type: none"><li>Watching and playing football</li></ul>			
CERTIFICATIONS & ACHIEVEMENTS				
Certifications	<ul style="list-style-type: none"><li>Microsoft Certified Visual Studio Developer (2012)</li><li>Nptel Certified C/C++ Developer (2015)</li><li>Completed Tableau Desktop Experts course by Datavizexpert (2019)</li><li>Winner of KickStart competition at Parichay 2019-2020 NMIMS Mumbai</li><li>Google Analytics Beginners and Advanced</li><li>Google Ads search Certification, Google Tag Manager Certification</li><li>Firebase Analytics for Android Certification</li></ul>			
Tools	<ul style="list-style-type: none"><li>SAS   Python   R   SQL   Excel   Tableau   Linux   HTML   CSS   GDB   GIT   ASP.Net   MATLAB   C/C++   LTE   ERRC   OpenProject   Power BI   Google Analytics   Adobe Analytics   Google Firebase   GTM</li></ul>			