

SHUBHAM MITTAL

Bachelor of Technology (Civil), IIT Kanpur

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ACADEMIC QUALIFICATIONS

Year	Degree/Certificate	Institution	CGPA/%/CPI
2018	B.Tech	Civil-Major	6.2/10
		IME-Minor	7.3/10
2012	Class 12 : CBSE Board	Ess Ess Convent Senior Sec. School, Agra	92.8 %
2010	Class 10 : CBSE Board	Ess Ess Convent Senior Sec. School, Agra	9.2/10

SCHOLASTIC ACHIEVEMENTS

- Secured **AIR-2118** with a position amongst top **0.15%** in IIT-JEE 2013 Advance (out of 1.4 million aspirants)
- Obtained **99.17** percentile in **Verbal Ability & Reading Comprehension** section of **CAT-2017** (Overall: **92.6** percentile)
- Awarded **Certificate of Merit** from **Hindustan Talent Respect 2010** for securing **1st** position in **Class 10 CBSE Boards**

INTERNSHIP

Data Analyst, 1LearnApp

(July'18-Aug'18)

- Performed **user analysis** from app data to extract insights aimed towards the improvement of online marketing spending
- Build **data cleansing, transformation, analysis & visualization Python scripts** for reducing question-to-insight processing time
- Ideated a **new quiz feature** for the app and saw through its initial development phases

UNDER-GRADUATE RESEARCH PROJECT

Detailed Analysis of Time-Series Rainfall-Runoff (RR) Neural Network (NN) Modelling

(Aug'17-Nov'17)

- Mentored by Prof. Ashu Jain, Department of Civil Engineering, IIT Kanpur

- Performed analytical & graphical **Exploratory Data Analysis** on pre-processed data using **pandas & matplotlib** libraries
- Build **Multi-Layer Perceptron Neural Networks (MLPNN)** using **Keras (sequential API)** to model RR hydrologic process
- Assessed state-of-the-art **optimization** algorithm **Adam** & **activation** function **Rectifier**'s performance as model parameters
- Wrote a comprehensive **analysis** of MLPNN models (**AARE <5.7%**) in comparison with conceptual ones (**AARE >34.7%**)

ENGINEERING PROJECTS

Factors Affecting Impulse Buying Behavior of IITK Residents - Prof. Shanker Prawesh, IME Dept., IIT Kanpur

(Jan'18-Apr'18)

- Collected **Likert-scale** data through **online survey**, pre-processed it on **Excel** & performed preliminary analysis on **IBM SPSS**
- Compiled a **Descriptive-Research** design **report** on **Hypothesis Testing** after **Correlation & Regression** analysis (Group of 4)

Knowledge Extraction from Rainfall-Runoff NN Models - Prof. Bhaskardas Gupta, ME Dept., IIT Kanpur

(Feb'18-Mar'18)

- Converted a **M.Tech Thesis** into an **academic paper** using **LaTeX** following **IEEE** conference based formatting guidelines
- Presented** the paper to a group of more than 30 as a part of "**Scholarly Communication**" coursework

HealWork - A Big Data Application (Group of 2) - Prof. Veena Bansal, IME Dept., IIT Kanpur

(Jan'17-Feb'17)

- Conceptualized a **Big Data application** to facilitate information retrieval & peer-to-peer communication in healthcare
- Prepared a **report** on application's proposed features using **Data-Flow diagrams** & gave a poster presentation

Credit Risk Management Using AI Techniques (Report) - Prof. Ashu Jain, Civil Dept., IIT Kanpur

(Aug'16-Nov'16)

- Developed a **Neural Network (NN)** model for predicting credit delinquents using a credit dataset from UCI ML Repository
- Achieved an approx. 80% accuracy rate using a **3-layer** with **24 hidden layer neurons** NN developed in **MATLAB** NN Toolbox

POSITION OF RESPONSIBILITY

Head Marketing (Media and Publicity), Techkriti'16-International Technical Festival, IIT Kanpur

(April'15-April'16)

Leadership	<ul style="list-style-type: none">Formulated strategies & scheduled year-long activities to improvise festival's reach in its 22nd editionSpearheaded a 3-tier team of 50+ executives to organize one of the largest technical festival of IndiaMentored around 350 campus ambassadors to ensure fest's nation-wide promotion
Initiatives	<ul style="list-style-type: none">Generated advertising revenue with MTV and othersLanded effective deals with entertainment companies like The Viral Fever & VH1Approached leading international tech organizations, Mars One & MIT Media Lab for Talk Series
Achievements	<ul style="list-style-type: none">Handled media marketing deals worth >INR 50 Lakhs (max. till date) during tenureContacted around 200 media corporations with success rate of 25.0% (highest till date)Landed full page ads in The Telegraph, Amar Ujjala, Digit, Business World, et al.Live festival coverage on Sahara Samay, K News & Al-Jazeera

EXTRA-CURRICULAR ACTIVITIES

- Served as **Secretary, Aeromodelling Club (2014-15)** & organized **club activities** like **lectures, promotion, workshops**, et al.
- Won **3rd Prize (INR 5,000)** at **National Boeing Competition** held during **Techkriti'14**

TECHNICAL SKILLS

Programming Languages	Python, SQL, R, C
Software Packages/Editors	GitHub , PowerBI, Jupyter, Adobe Photoshop, MS Office Suite, IBM SPSS, LaTeX

RELEVANT COURSES

- Intro. to AI Techniques • Marketing Research • Fundamentals in Computing • Management of Technology • Applied Game Theory
- Probability & Statistics • Advanced Statistical Methods for Business Analytics • Big Data for Management • Social Media Analytics