

NIHIT PARIKH

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EDUCATION

The University of Texas at Austin

May '22

Master's in Marketing (Track: Data Analytics), GPA: 3.80 / 4.00, "Student of the Year" Awardee

Coursework includes: Product and Brand Management, Design Thinking, Marketing Management, Digital Marketing, Data Analysis and Visualization, Market Data Demand Modeling, Marketing Analytics, Statistics for Marketing, Financial Management

Pandit Deendayal Energy University

Jul '20

Bachelor's in Computer Engineering, GPA: 3.70 / 4.00

WORK EXPERIENCE

Software Engineer (AI/ML), PMG Worldwide, LLC

June '22 – Present

- Led an AI/ML initiative to make the creative production process more data-driven for client's image and video ads
- Helped the company bag a \$1 million deal by working with cross-functional teams to develop a business pitch
- Collaborated with Data Science team to increase customer retention by 20% by building a customer lifetime value model
- Analyzed client data using descriptive and regression analysis to identify and visualize trends and patterns

Marketing Data Analyst, Google & Tinuiti – Marketing Intelligence Capstone

Jan '22 – May '22

- Enabled client with a 10% reduction in media spend by developing a regression-based multi-touch attribution model
- Built a sales optimization calculator to help clients maximize their return on investment across digital channels
- Projected a revenue lift of 15% from a revised promotional strategy based on trends and seasonality analysis results

Business Analyst, Cybercom Creation

Jan '21 – Apr '21

- Reduced project timelines by 20% through gathering & prioritizing requirements and conducting need-gap analysis
- Created BRD (Business Requirements Document), SDD (Software Design Document) and use cases for a new software app

PROJECTS

Market Basket Analysis for Customer Personality Analysis (Retail/CPG) dataset

Aug '21 – Dec '21

- Enhanced data quality from 75% to 90% by defining data standard and incorporating data model for large-scale customer data
- Reported a projected sales lift of 17% by implementing a promotional strategy based on consumer insights
- Built a market basket analysis to inspect customer purchase behavior and identify opportunities for promotional campaigns

Predictive Analysis for Stated Consumer Preference data for Monitor Industry

Aug '21 – Dec '21

- Built a predictive model with 90.75% accuracy to predict the highest revenue-generating monitor attributes
- Utilized a clustering algorithm with 95% precision to propose a refined segmentation, targeting, and positioning (STP) strategy
- Derived 3 major attributes impacting revenue and discovered consumer willingness-to-pay (WTP) from the data

"Parts-of-Speech Tagger for Gujarati Language using Long-Short-Term-Memory (LSTM) neural networks"

Sep '19 – Sep '21

- Achieved 95.47% accuracy with Long-short-term-memory (LSTM) by evaluating various ML models & NLP methods
- Presented research findings at International Conference on AI & Machine Vision at PDEU, India (published in [IEEE Xplore](#))

Application of Artificial Intelligence for Facial Recognition using Python

Jan '19 – Jun '19

- Achieved 90.33% accuracy for face recognition model on test data using principal component analysis (PCA)
- Gained 89.27% accuracy in predicting the right facial expression on test data from a trained model with 6 facial expressions

"India's State of Tech-readiness Amidst Era of Constantly Changing Job Scenario and Industry 4.0"

Jun '18 – Jul '19

- Presented research findings at Applied Research International Conference on World Economic & Social Review at Oxford University, UK

SKILLS

Product Skills: Agile & Scrum, Product Management, Market Research, Competitor Analysis, Project Management, Problem Solving, User interviews and User Feedback, Whiteboarding, KPI Analysis, Communication Skills, Presentation Skills

Tech Skills: Data Analysis & Visualization, Design & Wireframing, NLP, AI, ML, Deep Learning, Regression, Media Mix Modeling

Languages: SQL, Python, R, C++

Tools: JIRA, Figma, Tableau, Data Studio, Advanced MS Excel, AWS, GCP, Google & Microsoft Suite

HONORS & ACHIEVEMENTS

- [Not A Podcast with Nihit Parikh](#) – Spotify, Founder & Podcast Host | 10 episodes | 300+ user engagements Aug'20
- Finalist at McCombs CCIMS Case Competition – 1st Place in MSM Oct '21
- Secured 2nd place in India at National level Poetry Writing Competition – Bal Shree Awardee Jan '14