

# ROHAN JHA

[RohanJha@u.northwestern.edu](mailto:RohanJha@u.northwestern.edu) | <https://www.linkedin.com/in/rohanjha> | 224-578-0214

## Education

### Northwestern University

Dec 2017 (Expected)

Master of Science in Analytics | GPA: 3.98/4

**Coursework:** Predictive Modeling, Data Mining (Clustering / Segmentation), Artificial Neural Networks, Computer & Geospatial Vision, Optimization & Heuristics, Database Design, Deep Learning, Social Network Analysis, Text Analytics / NLP, Hadoop / Spark for Big Data, Data Visualization, Data Warehousing

### CFA Institute, USA

Jun 2012 & Jun 2013

Cleared Level 1 & Level 2 of the CFA Program

### National Institute of Technology Trichy

May 2010

Bachelor of Technology in Electrical & Electronics Engineering | GPA: 8.91/10

## Skills

**Programming:** Python, R, Java, C++, Bash, Groovy, Perl

**Other:** D3, Tableau, SQL, OPL, Excel, Git, HTML/CSS

## Selected Projects

### Bank of America Chicago Marathon

Dec 2016 - Present

Perform exploratory data analyses and discover relationships between runner performance and injuries with data from past Chicago Marathons, providing critical insight to Chicago Event Management for use in medical staffing

### We Energies

Oct 2016 - May 2017

Perform customer segmentation to increase participation in energy efficiency programs of We Energies by analysing energy usage, demographic & geographic data thereby maximizing reach on a tight marketing budget

### Deep Sketch (Zappos)

Apr 2017 - May 2017

Built a deep neural network to classify shoe images into various categories. Also, trained a GAN (based on pix2pix paper) to generate new images of shoes from hand-drawn sketches

### Video Game Analytics (Destiny)

Jan 2017 - May 2017

Build a recommendation system for players to boost performance by providing suggestions on weapon usage and customizations & skill tree choices based on gameplay styles for the game Destiny by Bungie

### Northwestern Admissions Data

Sep 2016 - Nov 2016

Analysed MSiA admission emails to generate FAQ and template answers for their website using topic modeling (LDA)

## Work Experience

### Data Science Intern, Global Sales • Nike (Beaverton, OR)

Jun 2017 - Sep 2017

- Created a revenue forecasting model to predict purchase behaviour based on user activity metrics on nike.net enabling account executives to proactively engage with their customers
- Segmented customers into different profiles to drive the personalization strategy of nike.net

### Associate (Software Engineer), Securities Lending • Goldman Sachs (Bangalore, India)

Dec 2013 - Jul 2016

- Optimized balance sheet usage by securities lending desk to increase overall Return on Attributed Equity, resulting in removal or trimming of idle balances as well as better balance sheet usage
- Proposed, designed & executed a comparison and impact calculator for the reporting framework preventing mistakes made by users when modifying reports; reducing support costs by 50%

### Analyst (Software Engineer), Prime Brokerage • Goldman Sachs (Bangalore, India)

Jun 2010 - Dec 2013

- Developed an automated regression testing framework for reconciling all the client reports reducing manual testing effort by a factor of 3
- Devised a new format of reports (SQLite) to support OTC derivatives flow on the prime brokerage portal

### Co-founder • BitBot (Trichy, India)

2009 - 2010

Co-founded a social start-up in senior year to organize workshops in colleges and coach students in robotics

## Leadership & Volunteering Experience

**Oxfam Trailwalker (100km):** Captained four diverse teams (2012-16) to raise funds for gender equality in rural India

**CUPA, Bangalore:** Volunteered annually at their animal shelter and cattle vaccination drives in neighbouring villages

## Other Interests

Music, Drums, Hiking/Camping, Birding, Soccer, Video Games