

Avradeep Bhowmik

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Current Position

2020–Present **Applied Scientist**, *AMAZON*, Palo Alto, CA

Research and development of machine learning techniques and statistical data analysis for a wide range of products and components that are part of the core of Amazon's advertising-tech business, including dynamic bidding, reserve pricing, auction mechanism design and complex experimental design with multiple stakeholders.

Primary Interests **Broadly interested in machine learning, data mining, statistical inference and related fields.** Strong familiarity with the online advertising, healthcare and privacy domains, including topics like bid-optimisation, auction mechanism design, language models for ad products, gradient boosted deep learning models, response models and recommendation systems, data reconstruction, ranking and rank aggregation, and learning with obfuscated data. Experience with state-of-the-art deep neural networks in NLP, image processing and GANs. Past work includes automated text generation and product categorization, GBDTs, sparse modelling, structured learning, and submodular optimisation techniques applied to problems in operations research.

Experience

2020–Present **Applied Scientist**, *AMAZON Advertising*, Palo Alto, CA

Managers: **Yongning Wu, Eva Yang, Zuohua Zhang**

- Research and development of ad-tech models for the key technical components of the Sponsored Brands auction pipeline, where automated decisions are made regarding which ad to show and how much to charge for the ad.
- Bid augmentation algorithms for automated optimization of ad ranking and dynamic budget allocation, to ensure enhanced campaign performance and maximize utility for both retail brands and Amazon
- Seasonally adjusted pricing models for automated balancing of returns vs ad spend to capture supplemental value add for sponsored ad products during high volume sales periods
- Design and deployment of Amazon's first advertiser facing A/B testing framework to analyse impact of mechanism design modifications on advertiser bidding and budget strategy
- Automated bidding adjustment models to help advertisers capture high value new-to-brand shoppers and expanding their reach beyond existing customers
- Design and deployment of pricing mechanisms to automatically detect and support against marketplace inefficiencies in auction

2019–2020 **Research Scientist**, *CRITEO AI LABS*, Palo Alto, CA

Managers: **Zhengming Xing, S. Sathiya Keerthi**

- Part of a team that used state-of-the-art language models (ELMo, BERT, etc.) for automated taxonomic product categorization.
- Part of a team that developed and deployed a new model for bid-optimisation using an ensemble of gradient boosted decision trees together with count-min-sketch features. Efforts in this project led to several A/B tests with extremely positive results, and the highest performance uplift in several years.
- Played a crucial role in model development and performed wide-ranging experimental studies on robustness and parameter tuning for optimal performance.
- Introduced multiple innovations in model design and analysis that were eventually adopted into the standard testing framework for the team in subsequent projects.
- Worked in a machine learning consultant capacity to help other teams in the company in troubleshooting problems or workshop ideas
- Mentored several interns on their summer projects on gradient-boosted deep learning models (DNN's) and generative adversarial networks (GAN's) that developed into full research papers.
- Conducted lectures in a company-wide bootcamp that trained other employees on machine learning, and participated in reading groups on natural language processing (NLP) and reinforcement learning (RL).

Summer '17 **Research Intern**, *CRITEO RESEARCH*, Palo Alto, CA

Manager: **Suju Rajan**

- Designed a novel modelling and algorithmic framework that can learn supervised generalised linear models with taxonomy information.
- Framework was designed to be compatible with missing and noisy taxonomic information, both for training and in deployment, and was able to learn accurate models even with more than half the taxonomic labels corrupted or replaced with random errors.
- In a parallel project, developed a novel predictive modelling framework for estimating individual-level cost-per-click (CPC) that can be trained using CPC data only available as daily or hourly aggregates over clickstreams.
- Framework was generalised to incorporate GLMs and demonstrated applicability to domains beyond online advertising

Summer '16 **Research Intern**, *VERIZON LABS*, Palo Alto, CA

Manager: **Santanu Das**

- Designed feature selection algorithms for scalable time series recommendation and extracting relevant information from customer purchase history to learn top ranked items for future purchase interest.
- Technique thus developed reduced the complexity of training by 92% with almost no loss in accuracy and provided actionable marketing insights on relevant customer information for future promotional campaigns

Summer '15 **Research Intern**, *YAHOO RESEARCH*, Palo Alto, CA

Manager: **Suju Rajan**

- Developed new modelling paradigms and algorithms for high dimensional sparse factor embeddings of user and item features for real time search and recommendation.
- Designed a novel framework that used geometric mapping schemata between a high dimensional permutation space to tiles on a tessellated unit sphere to obtain sparse parameters for factorisation models.
- Empirical tests on real datasets found the technique to outperform state-of-the-art tree-based or hashing techniques in both speed and accuracy

Education

MS–PhD 2013–2018	The University of Texas at Austin, USA, Advisor: Prof. Joydeep Ghosh, Department of Electrical and Computer Engineering. <ul style="list-style-type: none">○ PhD, ECE 2016–2018,○ MS, ECE 2013–2016.	CGPA: 3.90/4.00
B. Tech 2009–2013	Indian Institute of Technology, Bombay, India, Department of Electrical Engineering.	CGPA: 9.43/10.00

PhD Thesis

Dissertation **Learning from Aggregated Data**

Data aggregation is a ubiquitous feature in modern data-driven applications due to concerns like privacy, robustness and scalability. However, most existing machine learning algorithms are only designed to work with data at the individual granular level. The focus of my dissertation is to bridge this gap and design algorithms and modelling frameworks that have strong predictive performance at the individual level but can be trained with data only available as aggregates. A variety of both linear and non-linear models are studied and extended to the aggregated data setting using techniques from diverse areas like compressed sensing and Fourier analysis. The methods thus developed in the thesis are applied to domains like healthcare, climate science, ecological studies, etc. where data is frequently available only in a naturally aggregated aggregated form.

Selected Coursework Special Topics in Machine Learning, Large Scale Optimisation, Statistical Relational Learning, Information Theory, Graphical Models, Approximation Algorithms, Time Series and Dynamic Models, Monte Carlo Methods, Probability and Stochastic Processes, Genomic Signal Processing, Program Derivation, Topics in Automata and Logic

Publications

- pre-print* Sarkhan Badirli, Xuanqing Liu, Zhengming Xing, **Avradeep Bhowmik**, Khoa Doan, Sathiya S Keerthi “*Gradient boosting neural networks: GROWNET*”, (pre-print on Arxiv)
- pre-print* Khoa D Doan, Saurav Manchanda, Fengjiao Wang, Sathiya Keerthi, **Avradeep Bhowmik**, Chandan K Reddy “*Image Generation Via Minimizing Fréchet Distance in Discriminator Feature Space*”, (pre-print on Arxiv)
- pre-print* **A Bhowmik**, J Ghosh, O Koyejo “*SLAGG : An Aggregation Framework for Predictive Modelling with Non-Retention Constraints for Sensitive Data*”, (showcased in SampTA interdisciplinary conference, pre-print on Arxiv)
- pre-print* **A Bhowmik**, Z Xing, S Rajan, “*A General Framework for Learning with Taxonomy*”, (pre-print on Arxiv)
- 2019 **A Bhowmik**, M Chen, Z Xing, S Rajan, “*ESTMAGG: A Learning Framework for Groupwise Aggregated Data*”, In Proceedings of the 2019 SIAM International Conference on Data Mining (SDM), Calgary, Alberta, Canada, May 2-4, 2019
- 2017 **A Bhowmik**, J Ghosh, O Koyejo, “*Frequency Domain Predictive Modelling with Aggregated Data*”, Proceedings of the 20th International Conference on Artificial Intelligence and Statistics (AISTATS) 2017, Fort Lauderdale, Florida, USA, April 20-22, 2017
- 2017 **A Bhowmik**, J Ghosh, “*LETOR Methods for Unsupervised Rank Aggregation*”, Proceedings of the 26th International World Wide Web Conference (WWW) 2017, Perth, Australia, April 3-7, 2017
- 2016 **A Bhowmik**, J Ghosh, O Koyejo, “*Sparse Parameter Recovery from Aggregated Data*”, Proceedings of the 33rd International Conference on Machine Learning (ICML) 2016, New York City, NY, USA, June 19-24, 2016
- 2016 **A Bhowmik**, N Liu, E Zhong, B N Bhaskar, S Rajan, “*Geometry Aware Mappings for High Dimensional Sparse Factors*”, Proceedings of the 19th International Conference on Artificial Intelligence and Statistics (AISTATS) 2016, Cadiz, Spain, May 9-11, 2016
- 2015 **A Bhowmik**, J Ghosh, O Koyejo, “*Generalized Linear Models for Aggregated Data*”, Proceedings of the 18th International Conference on Artificial Intelligence and Statistics, (AISTATS) 2015, San Diego, California, USA, May 9-12, 2015, (*Oral presentation*)
- 2014 **A Bhowmik**, V Borkar, D Garg, M Pallan, “*Submodularity in the Team Formation Problem*”, Proceedings of the 2014 SIAM International Conference on Data Mining (SDM), Philadelphia, Pennsylvania, USA, April 24-26, 2014

Research Experience

- 2013–2018 **The University of Texas Austin, USA**, Graduate Research Assistant
Worked on multiple NSF and industry funded projects.
Supervisor: Dr. Joydeep Ghosh
- Fourier analysis for linear modelling with non-uniform spatio-temporally aggregated data
 - Sparse linear estimation and parameter recovery with group-wise aggregates
 - Generalised linear modelling with histogram aggregation
 - Monotone Retargeting and LETOR methods for rank aggregation with object features
- 2012–2013 **Indian Institute of Technology (IIT) Bombay, India**, Undergraduate Research
Supervisor: Dr. Vivek Borkar
- Sub-modular formulation and analysis of ad-hoc team formation problem in social networks (*collaboration with Dr. Dinesh Garg, IBM Research*)
 - Adaptive clustering with the weighted majority algorithm for cold-start recommendation systems (*collaboration with Dr. Onkar Dabeer, Qualcomm Research*)

Summer `12 **Institute of Science and Technology (IST), Austria**, Visiting Researcher
Supervisor: Dr. Christoph Lampert

- Randomised hashing techniques for clustering images in a large database
- Designing new similarity metrics for efficient neighbourhood graph construction

Awards and Honors

- Recipient of the George J. Heuer, Jr. Ph.D. Endowed Graduate Fellowship for year 2013
- Qualified IIT JEE with an All India Rank of 34 (top 0.008%) and rank 1 in the IIT Guwahati Zone
- All India Rank of 212 (top 0.0002%) and State rank 1 in AIEEE year 2009
- 6th rank in the state (top 0.006%) in WBJEE examination 2009

Programming

Pyspark/Spark, Scala, Python, R, PyTorch, TensorFlow, Keras
Secondary experience in Hadoop, bash, Perl, C/C++, etc.

Academic Service

Reviewer:

AAAI 2021, AISTATS 2020, NeurIPS 2019, IEEE Transactions on Network Science and Engineering, Journal of Ecological Modelling, Transactions on Knowledge and Data Engineering, IEEE Access

PC Member:

ACM International Conference on the World Wide Web 2017

Miscellaneous

Volunteer for National Service Scheme (NSS) for the year 2009–2010
Member of the organising committee for TechFest 2010 at IIT Bombay

References

Available upon request