

# ABHITAY SHINDE

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## EDUCATION

### Columbia University

M.S. Data Science - GPA: 3.7/4.0

New York, NY

Sep 2024 - Dec 2025

- **Relevant Courses:** Agentic AI, Fintech, and Data Economy (PhD elective), Big Data Analytics, Applied Machine Learning.

### NMIMS University

B.Tech Honors in Computer Engineering and Data Science/Analytics - GPA: 3.9/4.0

Mumbai, India

Jun 2020 - May 2024

## HIGHLIGHTED PROJECTS

- **Media Mix Modeling:** Built and validated a Marketing Mix Model (MMM) to estimate incremental long-term customer lifetime value (LTV) across acquisition channels, enabling data-driven budget allocation and reducing reliance on short-term ROI metrics.
- **Product Impact Analysis:** Applied propensity score-matched difference-in-differences causal analysis to accurately isolate true product impact from seasonality, exposure bias, and user mix shifts, supporting reliable post-launch decision-making.
- **Root Cause Analysis:** Prevented incorrect product rollback decisions by disentangling causal effects from confounding trends.

## PROFESSIONAL EXPERIENCE

### Julius Baer

Data Science Researcher (Gen AI and Personalization)

New York, NY

Jun 2025 - Sept 2025

- Performed causal and exploratory analysis on customer engagement and market data, driving a 25% lift in content engagement.
- Developed LangGraph and Vertex AI personalization chatbot, automated content selection and cut down curation time by 35%.
- Established an experimentation metrics framework, enhancing A/B test accuracy, guardrails, and reproducibility across teams.

### TD Bank

Data Scientist Apprentice (Customer Analytics and Segmentation)

New York, NY

Jan 2025 - May 2025

- Executed causal inference and A/B testing to evaluate fraud-detection strategies on 100M+ transactions, strengthening decisions.
- Engineered XGBoost in Spark for credit scoring, raising PR-AUC from 0.20 to 0.67 (235%) and explainability via SHAP.
- Collaborated with senior management and risk teams to inform segmentation, fraud reduction, and credit strategy decisions.

### Ask2AI

Quantitative Research Apprentice (Acquisition Analytics and Growth Optimization)

New York, NY

Jan 2025 - May 2025

- Implemented uplift modeling and experimentation to isolate causal impact on acquisition, improving ROI attribution by 22%.
- Constructed regression and MILP optimization models for acquisition allocation and raised customer lifetime value by 12%.
- Delivered forecasting-driven insights to guide growth strategy, increasing acquisition rates and decreasing churn by 25%.

### Columbia University

Teaching Assistant - Algorithms to Data Science (Academics)

New York, NY

September 2024 - Jan 2025

- Mentored 250+ MS students, bridging ML algorithms with product-focused analytical reasoning and experiment frameworks.
- Designed case studies and assignments emphasizing causal inference, A/B test design, and data-driven decision-making.

### Navin Fluorine International Limited

Data Scientist (Predictive Maintenance and Operational Analytics)

Mumbai, India

May 2023 - Nov 2023

- Built predictive maintenance models reducing downtime cost by 35% and automated KPI pipelines cutting latency by 40%.
- Deployed anomaly-detection systems to surface high-risk events earlier, improving recall by 15% and reducing disruptions.

### E-Revbay Pvt. Ltd.

Founding IT Intern (Acquisition and Retention Analytics)

Mumbai, India

Dec 2021 - May 2022

- Constructed a customer acquisition prediction model using Equifax data, improving target campaign precision by 50%.
- Automated dashboards and root-cause pipelines, reducing intervention time by 25% and improving cross-team response speed.

## LEADERSHIP EXPERIENCE

- Founding team member for analytics products: MyLoanBhai, TestMyPolicy, FinQy 2.0, driving impactful innovation.
- Scaled core product operations across 35 cities and 3 countries, supporting sustained customer retention growth.
- Lead author on 4+ peer-reviewed research papers across predictive maintenance, NLP automation, and risk modeling.
- Winner, global AI hackathon (1,311 participants, 19 countries; 1st out of 750 teams), achieving international recognition.

## SKILLS

- **Data Engineering:** Python, SQL, Spark, Hive, Hadoop, Pandas, NumPy, Airflow, Tableau, Qlik Sense, Docker, Git
- **Machine Learning:** Regression, Ensemble Trees, LSTM, GNN, Clustering, PCA, Forecasting, Causal Inference, A/B Testing
- **Analytics & Experimentation:** EDA, Root Cause Analysis, Metric Design, Hypothesis Testing, Statistical Modeling
- **Generative AI & LLMs:** RAG, LangChain, LangGraph, Hugging Face, Vertex AI, OpenAI APIs
- **Cloud & Infrastructure:** AWS, GCP, Vertex AI, MLOps, Data Pipelines, Jupyter, Databricks, BigQuery, Notion, Excel