

ANUJAY SHAH

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PROFESSIONAL EXPERIENCE

NBCUniversal, Senior Data Analyst in Ad Sales Client Strategy, New York, NY *Mar 2020 - Present*

- Developed time series and scenario models to forecast advertising revenue from target industries in NBCU's Upfront. Built strategies with sales teams that led to 15% growth in revenue from target industries.
- Designed experiments and conducted cost-per-acquisition analysis for a key client to improve reach to target consumers. Increased client Ad buy by 150% after direct presentation to the client's CEO and CMO.
- Built sales prospecting tools in Python using regularized logistic regression to improve sales conversion. New tools contributed towards generating \$5M of new business. Managed the tools' integration into NBCU's CRM system.

NBCUniversal, Data Analyst in Ad Sales Client Strategy, New York, NY *Mar 2018 - Feb 2020*

- Built key sales KPI dashboards in PowerBI to better identify opportunities across industries and verticals; trained more than 600 Sales staff on using technical material including the President of Ad Sales and senior leadership.
- Created the roadmap and model for NBCU's Direct-To-Consumer pitch which was used to allocate product offerings, staff, and resources. The pitch led to an incremental \$7M in yield and has been replicated with Sky teams.
- In-depth marketplace analysis of the Auto and Pharma industries to identify which clients to pursue and upsell to.

DATA SCIENCE PROJECT EXPERIENCE

Predicting Sales for the Restaurant Industry: *Time Series Modeling in PyTorch* *Mar 2020*

- Forecasted sales for the Restaurants industry using macroeconomic data from the CPG, Tech and Apparel industries.
- Achieved a MAPE of 2% using probabilistic programming techniques including Bayesian sampling in PyTorch.

Marketing Analytics and Customer Segmentation: *Unsupervised Learning* *Feb 2020*

- Analyzed online transactions data using RFM modeling to better engage different customer segments.
- Used K-Means Clustering and LTV analysis to prioritize over a 6-month horizon which customers to pursue.

Bayesian A/B Testing: *Experimental Design and Bayesian Sampling* *Jan 2020*

- Discovered the highest click-through-rate advertisement by using a Beta-Binomial conjugate model in Python.
- Optimized use of budget by utilizing Thompson sampling to navigate the explore-exploit tradeoff.

EDUCATION

Columbia University, New York, NY *Sep 2016 - Dec 2017*

Master of Science in Operations Research

- Coursework: Optimization, Stochastic Models, Simulation, Machine Learning, Business Analytics, Big Data in Finance, Probability & Statistics, Applied Financial Risk Management, Quantitative Alpha Strategies.

University of Warwick, Coventry, UK *Sep 2012 - Jul 2015*

Bachelor of Science in Economics

- Coursework: Mathematical Analysis, Statistical Techniques, Time Series Econometrics, Computing & Data Analysis.

DATA SCIENCE SKILLS & INTERESTS

- Programming: Python (numpy, pandas, scikit, pytorch, matplotlib), R (tidyverse, dplyr, Shiny), SQL
- Data Visualization: Tableau, Microstrategy, PowerBI
- Big Data/Databases: PrestoSQL, PostgreSQL, MongoDB, Spark
- Other: Git, Advanced Excel (Pivot Tables, Power Query, Data Modeling in PowerPivot (DAX), VBA).
- Work Authorization: US Permanent Resident & UK Citizen.
- Avid player of soccer, squash, poker, and chess.