

TANVI TILLOO

(608) 421-4340 • tillootanvi@gmail.com • [LinkedIn.com/Tanvi-Tiloo](https://www.linkedin.com/Tanvi-Tiloo)

RESEARCH INTERESTS

Use of behavioral approaches in designing risk transfer and risk sharing products, social determinants of health, household financial decision-making, and cognitive consequences of scarcity and poverty

EDUCATION

University of Chicago Harris School of Public Policy

Master of Public Policy

June 2022

Relevant Courses: Advanced Statistics I&II, Advanced Microeconomics I&II, Data and Programming for Public Policy I&II

University of Wisconsin – Madison

B.A. Economics & Mathematics, Minor: German

May 2020

Relevant Courses: Econometrics, Linear Algebra, Linear Optimization, Intro to Probability Theory, Multivariable Calculus

FELLOWSHIPS & SCHOLARSHIPS

2019 Summer Institute in Survey Research Techniques Diversity Fellowship

Ann Arbor, MI

Research Fellow

June 2019 – July 2019

- Issued by University of Michigan – Institute of Social Research to participate in the 72nd Annual Summer Institute in Survey Research Techniques completing courses in survey methodology, sampling, questionnaire design, total survey error framework, and online data collection methods

Student Leader Scholarship, University of Wisconsin-Madison

Madison, WI

President, Director

May 2018 – May 2020

- Received in-state tuition reimbursement to serve as the leader of the student union and the largest student programming body, The Wisconsin Union, for 2 years

RESEARCH AND DATA ANALYSIS EXPERIENCE

Busara Center for Behavioral Economics

Remote

Consultant

November 2024 – Present

- Derive a theoretical basis for incorporating psychological constructs in climate resilience measurement across agricultural contexts in sub-Saharan Africa
- Draft a concept note on the use of psychometrics in developing new measures of climate resilience for funders and policy implementers

San Francisco Department of Public Health

San Francisco, CA

Data Analyst

May 2024 – Present

- Consult on and **implement data imputation methods for longitudinal health app data** from a city-wide physical activity intervention that relies on federal funding
- Clean and analyze post-intervention survey data to inform **qualitative analysis of app usage and health behaviors of 200+ users**
- **Develop a codebase in Python for replicable statistical analyses** and data visualizations on physical activity metrics

Society of Actuaries Research Institute

Remote

Project Oversight Group Member

March 2024 – Present

- Guide identification of public data sources for incorporating social determinants of health (SDOH) in a novel simulation of SDOH-adjusted risk scores for Medicare patients
- **Assist in interpretation of statistical coefficients and model predictors** to evaluate the ethical and financial impacts of simulated risk scores

Preplanning Solutions, TruStage Insurance

Remote

Strategy and Innovation Analyst

July 2022 – August 2024

- **Co-led survey design and maxdiff analysis for an online study** with 1500 participants on motivations and barriers to end-of-life planning and insurance purchasing; helped translate results for development of new business model
- Co-identified agent behavior data sources and combined 18 months of actuarial and financial projections to produce a recommendation about profitability of a final expense insurance product in 4 months
- Helped develop and enhance ML models for new potential business opportunities in multi-cultural credit union bases using primarily census and NCUA data

Center for Decision Research, Booth School of Business, University of Chicago

Chicago, IL

Research Assistant

October 2020 – June 2022

- Administered a behavioral experiment for Dr. Anuj Shah's study on the effect of information provision on feelings on anonymity to 20+ participants weekly in a virtual lab; results subsequently [published in Nature journal](#)
- **Maintained an R script for fraud detection** in participant pipeline which reduced new registration backlog by 2 days
- Iterated on research design improvements in collaboration with researchers, lab managers, and analysts

Filene Research Institute (Credit Union and Consumer Finance Think Tank)

Remote

Incubation and Innovation Intern

June 2021 – June 2022

- Analyzed focus group and app usage data from a fintech pilot in 3 credit unions to [publish a report on digital engagement strategy](#)

World Bank Development Impact Evaluation (DIME) Group

Remote

Data Intern

July 2021 – September 2021

- Cleaned and analyzed Tanzanian **administrative data for 108 local government units using Stata** for an impact evaluation on water point functionality intervention
- Conducted a literature review on behavioral concepts related to four frames of information provision used in water, sanitation, and hygiene (WASH) interventions and summarized results from handwashing behavior change randomized controlled trials (RCTs) in rural Tanzania

AdvantEdge Analytics, CUNA MUTUAL GROUP

Remote

Developer Intern

September 2020 – December 2020

- Analyzed and maintained machine learning models of customer attrition and segmentation for four credit unions
- Assist the Predictive Analytics team to **clean, organize, and analyze public sector data** using SQL and R to prepare new datasets for model training
- **Created documentation for predictive models** by liaising between model developers and product teams that improved communication of business value to clients

Department of Agriculture and Applied Economics, University of Wisconsin-Madison.

Madison, WI

Research Assistant with Dr. Emilia Tjernström

August 2019 – May 2020

- Helped clean survey data and observational price markup data in fertilizer markets from 2 Kenyan counties using Stata to support a study investigating market integration
- Reviewed literature on methods of market definition and **developed a theoretical model of competition** based on perceived competition among agro-dealers

School of Human Ecology, University of Wisconsin-Madison

Research Assistant for Care-for-All

May 2020 – August 2020

- Coordinated survey design and distribution to direct care workers in predominantly Black neighborhoods to understand childcare landscape during COVID-19
- Conducted extensive literature review on direct care work and analyzed school reopening policy updates
- Published an [op-ed](#) in Madison 365 on new visions for childcare in a pandemic

PROFESSIONAL EXPERIENCE

Preplanning Solutions, TruStage Insurance

Remote

Strategy and Innovation Analyst

July 2022 – August 2024

- **Owned the initiative to pilot preneed insurance** in 8 states with 200,000 participants and projected sales of \$1.1 million including drafting and submitting a business case and devising data sharing processes
- Own the relationship for the business unit's custom digital estate planning tool and **strategize pricing and delivery for clients of 3 different business segments**
- Vetted 5 digital solutions providers and strategized delivery of non-insurance products in Canada market
- **Led benchmarking exercise against top 7 competitors** by creating a quantitative evaluation rubric and synthesizing primary and secondary financial research

Busara Center for Behavioral Economics, Harris School of Public Policy

Chicago, IL

Team Member

March 2022 – June 2022

- Developed a behavioral intervention to increase saliency of vaccine adherence by leveraging social signaling for community health centers in Nairobi, Kenya
- Conducted formative research and drafted interview questions for parents of children with incomplete vaccine schedules to investigate barriers to full vaccination
- Reviewed academic and policy literature on history of vaccine hesitancy in east Africa to determine traditional barriers and validated hypotheses through primary data collection

International Rescue Committee (IRC), University of Chicago Harris Policy Lab

Chicago, IL

Team Member

January 2022- March 2022

- Rewrote IRC's labor market assessment questionnaires using evidence from labor markets in conflict areas and assembled a new toolkit with digital survey-taking functionality
- Created a new data analysis template based on revised questionnaires and introduced a new process to streamline data transfer from field to headquarters
- Reviewed academic and policy literature on labor markets in conflict settings to promote evidence-based interventions

DIGITAL PUBLICATIONS

Childcare landscape in Madison, WI during COVID: [New Visions for Childcare in a Pandemic](#)Digital Member Engagement Strategy for Credit Unions: [Increasing Growth through Digital Engagement](#)**RELEVANT SKILLS**

Software: R • Python • Stata • LaTeX • Qualtrics**Languages:** Native Proficiency: English, Hindi, Fluent Knowledge: German**Competencies:** Project Management, Risk Management, Financial Analysis, Leadership