

# Aryan Kaushik

DATA SCIENTIST · MSC. IN DATA SCIENCE · HONS.B. A IN ECONOMICS

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## About Me

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Highly inquisitive problem solver with excellent communication skills and ability to learn quickly. 8 years of work experience conducting rigorous data analysis and applying statistical methods to generate insights that guide business decisions.

Analytics Stack: • Python • R • Spark • SQL • AWS • Tableau • DOMO • Data Studio  
• Databricks • Google Looker • Google Analytics • PowerBI • Amazon QuickSight

## Work Experience

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### Deduce Inc. (acquired by CHEQ)

DATA SCIENTIST

(Remote) NYC, USA

June 2022 – Dec 2024

- Led or collaborated on all POV analyses, integrating proprietary data with client datasets, engineering hundreds of features, and applying ML models using Python and Spark to mitigate fraud risks and reduce friction.
- Played a key role in client acquisition and retention by designing automated QA notebooks, dynamic dashboards, and delivering actionable insights through presentations, securing multiple new accounts.
- Developed reusable Python and Spark functions for data transformation, signal parsing, visualizations, clustering, and more, significantly improving the efficiency and scalability of analysis workflows.
- Built custom machine learning pipelines and contributed to the development and refinement of a generalized fraud scoring model, leveraging aggregated and anonymized data to enhance fraud detection accuracy.

### Top Hat Monocle Inc.

SR. DATA ANALYST

(Remote) Toronto, Canada

June 2021 – June 2022

- Extracted insights to guide marketing strategy based on usage of student engagement platform.
- Provided recommendations to boost app engagement using A/B testing and other insights to relevant stakeholders.
- Queried AWS S3, Redshift to extract data and generated dashboards in Looker, QuickSight and automate reports.
- Work cross-functionally with product, engineering, marketing to quickly iterate analyses to answer novel queries.
- Designed and implemented cohort analyses to uncover trends in student retention and feature adoption across academic terms.
- Built predictive models to identify low and high usage users based on engagement metrics, enabling proactive campaigns.
- Streamlined ETL workflows for marketing and product analytics, reducing data pipeline latency and improving dashboard refresh times by 30%.

### Initiative Inc.

SR. DATA ANALYST

Toronto, Canada

Dec 2019 – June 2021

- Derived insights on media performance across digital channels and provided optimization recommendations.
- Applied experimentation design to conduct A/B testing, and Brand-Lift studies to assess campaign effectiveness.
- Manipulated data using Python/R and created dashboards for stakeholders with varying levels of technical proficiency.
- Blended data from several sources including MS SQL server, Azure DWH/Data Lake, Facebook CM, Google 360 Suite DV360, SA360 into live dashboards in Tableau, Google Data Studio or DOMO, depending on client needs.
- Created client-facing dashboards to track real-time performance KPIs (CPM, CTR, ROAS) across Facebook, DV360, and SA360, enabling faster in-flight optimizations.
- Conducted deep-dive post-campaign analyses to isolate performance drivers by audience segment, creative, and placement, influencing future media buys.
- Partnered with media planners and strategists to design robust test/control frameworks for Brand Lift and incrementality studies across digital campaigns.

**Aimia (Aeroplan) Inc.**

SR. DATA ANALYST, LOYALTY AND CRM

Toronto, Canada

Oct 2017 – Aug 2018

- Analyzed loyalty data using R, SQL and Tableau to improve KPIs, deliver insights and create marketing strategies.
- Investigated spending and redemption patterns, recency, churn, lift among metrics to analyze customer behavior.
- Trained and optimized a customer lifetime value model and a churn prediction model using gradient boosting.
- Collaborated cross-functionally with marketing and product teams to develop targeted loyalty campaigns based on segmentation analysis, improving engagement by 18%.
- Automated recurring performance reports and dashboards in Tableau and R Markdown, reducing manual reporting time by over 40%.
- Performed A/B testing and uplift modeling to evaluate the impact of promotional offers, driving data-backed decision-making for CRM strategies.

**Sears Canada**

DATA ANALYST

Toronto, Canada

Mar 2017 – Oct 2017

- Analyzed various E-Commerce sales trends and customer data to determine which market segments contain the most frequent shoppers and offer personalized marketing campaigns.
- Wrote complex queries between large datasets in our Amazon Redshift DWH and extract data to draw insights on an Ad-Hoc basis as well as for E-commerce daily metrics reporting.
- Implemented a recommendation engine for Sears Canada's website, the first that applies machine-learning rather than business logic using association rules and collaborative filtering.
- Investigated data from Google Analytics, Google AdWords, A/B testing platform - Dynamic Yield and Salesforce(ExactTarget), to infer the performance of various A/B tests and marketing campaigns.
- Created numerous reports with insightful findings via live dashboards on Tableau Server.

**Magna International**

EXPENSE ANALYST

Toronto, Canada

Feb 2014 – June 2016

- Primarily analyzed operating expenses and assisted in revenue and expense analysis.
- Collaborated with 60+ Magna Divisions worldwide to reconcile account balances and discrepancies.
- Resolved issues related to accruals, supplier credits, invoice holds and other encumbrances.
- Managed expense claims and invoice transactions, primarily those complex in nature.
- Identified business trends through data analysis and assisted with ad hoc prototyping projects.
- Developed a strong skillset in SQL Server, MS Access and MS Excel to analyze and manipulate data.

## Education

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**University of Leeds**

MSc. in Data Science and Analytics (4.0 GPA)

Leeds, UK

Aug 2018 – Dec. 2019

**Toronto Metropolitan University**

Graduate Certificate in Data Analytics, Big Data, and Predictive Analytics (4.0 GPA)

Toronto, Canada

June 2016 – Mar. 2017

**McMaster University**

Honours B.A in Economics

Hamilton, Canada

Sep 2008 – Apr. 2012

**MITx**

Certificate in Data Science and Machine Learning

(Online) Toronto, Canada

Feb. 2025

**Google**

Advanced Data Analytics Professional Certificate

(Online) Toronto, Canada

Aug. 2024