Barinder Thind
Senior Data Scientist

Primary Experiences

Senior Data Scientist | Later | August 2023 - Now

> Significantly improved the influencer marketplace search model (**doc2vec** + **HuggingFace** + **GPT**) allowing customers to find people through a combination of natural language and image prompts increasing user search queries by **15%**

> Applications of the **simplex** method to identify best allocation of client marketing spend on influencers; pending production

> Developed **proprietary** method to detect trending hashtags

> Topic modelling via an ensemble of **Latent Dirichlet Allocation** models

Data Scientist | Later | August 2021 - July 2023

> Key contributor during due diligence process for **$200M** acquisition

> **Hired** entire data team including manager, analysts, and interns

> Launched hashtag suggestions model with **10k+ daily invocations**

> Deployed models via **Docker**, python libraries, and **Sagemaker**

> Productionized caption based suggestions model (**YAKE** + **word2vec**)

Deep Learning w/ Functional Inputs | Publication | June 2022

> A **novel** contribution to advance neural network architectures

> An **R Package** (FuncNN) developed on top of the TensorFlow architecture (**11000+ downloads**)

> `View Paper` – published by Journal of Computational & Graphical Statistics (H-Index: 94)

> `View R Package` – Publicly available through CRAN

Data Analyst | Later | July 2020 - July 2021

> Company wide financial and customer **forecasting** (ARIMA, **Prophet**)

> Primary source for validation on **A/B testing** and experimental design

> **RShiny** and **Flask** applications for internal machine learning servicing

> Analyzed customer behaviors affecting onboarding (setup, aha, habit moments), proposed changes, and cut new customer churn by **15%**

Selected Projects

Begin NLP – `View Project`

> Meant as a public resource; this is an exhaustive primer on all classic + modern natural language processing (NLP) techniques

> A completely solo undertaking; written in JS React

AstroML – `View Project`

> A full-stack effort to create an ML based finance application

> Took care of front-end, back-end, design, model deployment, etc.

> Currently offline but you can view a summary in the link above

Education

🎓 Simon Fraser University
MSc. Statistics
GPA: 94%; April 2020

🎓 Simon Fraser University
BSc. Honours Statistics
UGPA: 89%; April 2018

a Amazon Web Services
Machine Learning Specialty
April 2022

Skills

`</>` `Scripting`

R, Python, SQL, Ruby, HTML, CSS, JavaScript, MATLAB, LaTeX

☁ `Cloud`

AWS (SageMaker, Lambda, S3, etc.), Google Cloud (Gemini, BQ, GCE, etc.), Git, dbt, Jupyter, Spark

📊 `Tools`

Mode, Tableau, Google Data Studio, Amplitude, Notion, Asana, Jira, Zendesk

⚙ `Frameworks`

Tensorflow/Keras, Torch, Flask, React, Sinatra, Gensim, HuggingFace, Dplyr, Docker, RShiny

Awards

Top Statistical Research Award
Statistical Society of Canada
May 2020

Graduate Researchship
Dept. of Statistics @ SFU
May 2020 | $6500

Graduate Fellowship
Dept. of Statistics @ SFU
Jan 2020 | $6500

Big Data Graduate Scholarship
Dept. of Computer Science @ SFU
Sep 2019 | $6500

KEY Big Data USRA
Dept. of Computer Science @ SFU
May 2018 | $6000