

Darshan Shirodkar

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EDUCATION

- **University of Illinois at Urbana-Champaign** Urbana, IL
Master of Science in Applied Mathematics; GPA: 3.96 2009 – 2011
- **Indian Institute of Science** Bengaluru, India
Master of Engineering in Signal Processing; GPA: 7.4/8 2006 – 2008
- **KJ somaiya College of Engineering** Mumbai, India
Bachelor of Engineering in Electronics 2002 – 2006

EXPERIENCE

- **Shopify** Toronto, ON, Canada
Senior Data Scientist July 2022 - Present
 - Collaborated with product team to generate insights about adoption, usage and performance of Shopify's product offerings.
 - Ran A/B experiments to test new product features and various hypotheses.
 - Modelled data and created pipelines in Pyspark to serve analytical reports to Shopify's customers (business owners running ecommerce through Shopify).
 - Migrated data pipelines from Spark to DBT running on Bigquery.
- **Zendrive** Bengaluru, India
Lead Data Scientist Jan 2021 - Jun 2022
 - Zendrive is a telematics company that helps insurance companies to provide usage based and driving behaviour based insurance to customers.
 - Worked as the lead data scientist on the Public Transport Detection team. We developed algorithms based on map-matching and vehicular dynamics to classify trips as "car drive" vs "public transit".
- **Microsoft** Bengaluru, India
Senior Data Scientist Dec 2018 - Jan 2021
 - I was part of the Bing Search Sponsored Ads team. We worked on ranking, allocation and pricing of sponsored search ads for all non-US markets.
 - Focused on machine learning algorithms for enhancement of product ads experience of users.
 - Built a realtime algorithm for ads layout optimization using reinforcement learning.
 - Performed ad-hoc data analyses to identify gaps in Bing and generate project ideas for improvement.
 - Carried out multiple root cause analyses to address advertisers' concerns and created timely fixes.
- **Precision Wellness** San Francisco, CA
Data Scientist - Consultant Feb 2018 - Nov 2018
 - Helped identify and build a statistical model for predicting risk of cardiovascular risk based on various risk factors, and in scaling the algorithm implementation to millions of patient records using Pyspark.
- **Adobe** Bengaluru, India
Data Science Manager Sep 2015 - Oct 2017
 - Managed a small team of data scientists focussed on the Adobe Media Optimizer, a digital advertising product that optimizes the advertising spend of customers by bidding on the right advertising opportunities.
 - Worked on real time estimation and adaptive control algorithms for display advertising bidder.

- Created a simulation environment for testing out various real time strategies for bidding in online auctions.
- Improved efficiency of advertising spend by building accurate cost/revenue models from aggregated data and developing bid optimization algorithms.

- **Pubmatic**

Pune, India

Data Scientist

June 2013 - Sep 2015

- Worked on the horizontal machine learning team that spanned various problem areas.
- Was technical lead on various revenue and infrastructure optimization problems.
- Reduced infrastructure usage by 12% by building classification models to filter out 'low quality' ad serving opportunities, using sampled data from billions of ad requests.
- Designed linear programming based algorithm for ensuring guaranteed advertising campaign delivery.

- **TCS Innovation Lab**

Pune, India

Research Engineer

Nov 2011 - Jun 2013

- Created simulations to demonstrate the efficiency of Multi-level Monte Carlo techniques in pricing financial options.
- Worked in collaboration with the HR department to help identify high attrition groups in the company by mining employee data using decision trees.

SKILLS

- **Languages:** Python, SQL
- **Tools & Technologies:** Pyspark, Hadoop, Google Cloud Services, Bigquery, Looker Studio