

HARSH R. SINHA

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EDUCATION

HARVARD COLLEGE

Cambridge, MA

A.B. in Statistics (Data Science Track)

May 2020

- Concentration GPA: 3.80
- Teaching Fellow (Dept. of Statistics), Research Assistant (Dr. Stéphane Verguet), Maru-a-Pula Scholar
- Relevant Coursework: Causal Inference, Machine Learning, Generalized Linear Models, Inferential Statistics, Probability

WORK EXPERIENCE

FACEBOOK

Menlo Park, CA

Data Scientist (Facebook Reality Labs)

Aug 2020 - Present

- Lead analytics data scientist for the AI voice assistant in a future hardware product
- NDA

TRIPADVISOR

Greater Boston Area

Data Science Intern (Experiences Team)

May – Aug 2019

- Boosted sort rankings of experiences associated with customer retention by using logistic regression to model a customer's likelihood of returning to book on the platform within one year of completing a particular experience
- Used Shapley Additive (SHAP) Explanations from an XGBoost Tree to identify features at the product level which led to poor conversion performance - results used to rehabilitate underperforming experiences

LOGITECH

San Francisco Bay Area

Data Analytics Intern (Luxury Earphones Group)

May – Aug 2018

- Optimized web traffic flow (25,000 MAU) towards “add to cart” for the launch of Logitech's UE Pro earphones using A/B experimentation
- Used Multi-armed bandit algorithms to optimize CPC, CTR, and CPA based advertising metrics across Ad Sets on Facebook's Ad Manager platform (\$20,000 monthly budget)
- Created analytics dashboards to track conversion metrics, attribution sources, and customer demographics

EKIMETRICS CONSULTING

London, UK

Junior Analyst

March – Sept 2017 (Gap Year)

- Cleaned raw data sources to support Market Mix Models (MMM) for > £1.4m annual ad spend
- Clients in the automotive, fast-food, and pharmaceutical industries in the UK & France

VOLUNTEER & RESEARCH

HARVARD T.H. CHAN SCHOOL OF PUBLIC HEALTH

Boston, MA

Research Assistant (Dr. Stéphane Verguet)

Dec 2015 – May 2020

- Presented an argument in favor of an innovative metric to quantify and visualize global life expectancy and lifespan inequality. Paper: [Global Lifespan Inequality](#).

REFRESH BOLIVIA 501C (3)

Cochabamba, Bolivia

Director

Jan 2016 – Jan 2018

- Raised > \$60,000 in international development grants to fund research and the construction of medical facilities
- Constructed twelve “micro-flush” bathroom units (< 100 ml. of water per flush, 100% self-sustainable)
- Recognized in the national newspaper of Bolivia, *La Razón*

SKILLS AND INTERESTS

Technical: HTML/CSS, JavaScript, Matplotlib, MongoDB, Node.js, NumPy, Pandas, Python, React, R, Sk-learn, SQL, Tableau

GitHub: <https://github.com/harsh5inha>

Projects: [Spotify Automatic Playlist Generation](#)

Interests: AI, Brain-Computer Interfaces, Effective Altruism, Personal Finance, Stand-Up Comedy

Travel: On track to become the youngest person in the world to visit all 50 States & 100 Countries. Story: [The Harvard Gazette](#)