

HURSH DESAI

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EDUCATION

New York University, Leonard N. Stern School of Business

New York, NY

Bachelor of Science in Business and Political Economy, Bachelor of Science in Data Science

Expected May 2021

- **GPA:** 3.3
- **Study Abroad:** London, UK (Fall 2018) and Shanghai, CN (Spring 2019)
- **Relevant Coursework:** Machine Learning, Data Bootcamp, Decision Models & Analytics, Data Structures
- **Projects:** ASL Letter Translator (Convolution Neural Net), CAPM Derivation, PEEA Report (Panel Regression)

Milpitas High School

Milpitas, CA

- **GPA:** 4.1 (top 2%) | **SAT:** 1490 | **Activities:** Baseball Team Captain, Chess Club VP, 180+ Volunteer Hours *May 2017*

PROFESSIONAL EXPERIENCE

Peblio

New York, NY

Data Analyst Intern

June 2019 – August 2019

- Implemented data collection and analysis tools in Google Tag Manager & Analytics to track teacher and student behavior on product website; used data collected to recommend changes that resulted in 20% increased use of unpopular features
- Built long term customer acquisition and retention data analytic tools in Google Analytics for marketing purposes

Botfactory

New York, NY

Data Engineering/Visualization Intern

June 2019 – August 2019

- Created standardized procedure to visualize the manufacturing process, giving customers accurate shipping time
- Utilized Odoo's ORM API to run SQL queries in Python to pull, store, and manipulate inventory & manufacturing data; created a dynamic 'just-in-time' manufacturing scheduler web app GUI in XML to display this data

Science Gurus

Fremont, CA

Research Intern

June 2016 – August 2016

- Researched relationship between Bcr-Abl gene and colon cancer to present a comprehensive report to a panel of experts; used cutting edge biotechnology/bioinformatics tools to explore industry process of drug design/discovery

EXTRACURRICULAR ACTIVITIES

Political Contribution Ideology Mapping

New York, NY

Research Assistant

September 2019 – Present

- Utilizing Tableau and Python to preprocess and then visualize political contribution data from DIME database; building a progressive web app visualizing the ideological mapping of political elites, interest groups, and donors and their political contributions to local, state, and federal elections spanning a period from 1979 to 2014

Customer Behavior Modeling

Shanghai, CN

HSBC Sponsored Hackathon

April 2019

- Leveraged Pandas and NumPy to parse 1.7 Gb of customer data (both categorical and numerical features) regarding personal transactions, and next Pytorch to predict the binary probability of a new customer buying an HSBC product

JustPick App

Milpitas, CA

Personal Project

November 2018 – January 2019

- Designed app to efficiently facilitate choosing a place to eat among friends; built using Flutter, a powerful app development framework that deploys to both iOS and Android
- Learned programming language Dart, how to build out app's backend, including server and database storage; self-taught graphic design and Google's Material Design, in order design an attractive UI and UX

Stock Market Analysis Visualization

Milpitas, CA

Personal Project

January 2018 – February 2018

- Employed the PyData Libraries to graphically visualize stock ticker data analysis including prices, returns, risk and variability; Monte Carlo simulation, confidence intervals, and correlation charts were used to accomplish these tasks
- Applied Seaborn, Matplotlib, Pandas, and NumPy to refine, evaluate, and constructively visualize the financial details

SKILLS & INTERESTS

- **Skills:** ML modeling (PyTorch) · Python (Data Science Libraries) · SQL · Tableau · Flutter · Excel (Solver)
- **Foreign Languages:** Gujarati (Advanced) · Hindi (Elementary) · Spanish (Elementary) · Chinese (Conversational)
- **Interests:** Music Production (Ableton) · Video Editing (Premiere) · Graphic Design (Photoshop) · Researching