

HARISH VASUDEVASARMA

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Summary of Qualifications:

As an experienced Data Scientist, I work with product owners and engineers to:

- Create value using machine-learning solutions (predictive models, visualizations, insights) to evaluate hypotheses and improve decision-making.
- Develop best practices for instrumentation and experimentation and communicate those to product and engineering teams.
- Evangelize the data mining insights across the organization.

Professional Experience:

POINTS.COM, Canada

Lead Data Scientist – Loyalty Insights

Aug. 2014 – July. 2015

- Explore, predict and score loyalty member behavior for personalized targeting.
- Model and cross-sell promotional opportunities to loyalty members.
- Work with cross-functional teams (Product/Marketing) to devise a data science roadmap.
- Results: Segmentation and predictive models generated +300% in gross sales against forecasted base.

Technology/Data mining stack: R, PostgreSQL, SPSS Modeler, and Tableau

THE WEATHER NETWORK/METEOMEDIA, Canada

Senior Analyst – Digital Audience

Sept. 2012 – Aug. 2014

- A/B test and find patterns in audience' visit and engagement behavior on digital properties.
- Model trends for topics that are popular/relevant for editorial teams.
- Present findings to senior leaders for product enhancements.

Technology/Data mining stack: R, PIG, PostgreSQL, Excel

LOOKSMART CANADA INC., Canada

Senior Data Analyst – Ad Intelligence (Digital)

Nov. 2011 – July 2012

- Develop a data solution for evaluating real-time ad performance.
- Design and conceptualize a visualization product for clients to review ad performance.
- Conceive features and write clear, concise and executable BI product specifications.

Technology/Data mining stack: R, HiveQL (Hadoop), MySQL, Excel

MARITZ CANADA INC., Canada

Senior Associate – Loyalty Analytics

Jan. 2011 – Oct. 2011

- Explore and segment loyalty member behavior for triggered marketing.
- Set up experimental designs to answer business questions.
- Analyze segmentation strategies to orchestrate go-to-market programs.

Technology/Data mining stack: SQL, SAS, SPSS Modeler, Excel

TSAVO MEDIA Inc., Waterloo, Canada

Operations Research Analyst – Digital Optimization

June. 2008 – Jan. 2011

- Explore and model web visitor retention, visitor attrition and visitor behavior.
- Score and trend high value search keywords for higher ad yield.
- Analyze unstructured web log data to identify fraud and anomalies.

Technology/Data mining stack: SQL Server, Matlab, R.

James Cook University, Singapore

Associate Dean - Business (Research)

May. 2006 – Dec. 2007

TMC - Monash Consultancy, Singapore

Lecturer - Business Statistics

Feb. 2003 – May. 2006

IIMK Research, India

Project Associate

Oct. 2001 – Oct. 2002

Education:

METIS – Data Science Bootcamp - NYC, USA

Data Scientist Fellow

July. 2015 – Sep. 2015

Technology/Machine Learning stack: Linux, Python, PostgreSQL, R, D3.js, Spark, GraphLab, Neo4j

McMASTER UNIVERSITY, Canada

Graduate level Non-degree

Jan 2008 – Sept 2008

- Major: Product Design, Risk Theory & Probability

NATIONAL UNIVERSITY OF SINGAPORE, Singapore

Master of Science - Industrial & Systems Engineering

Jan 2006 – Dec 2007

- Major: Operations Research, Engineering Statistics

UNIVERSITY OF LINCOLN, England

Master of Business Administration

Oct 1997 – April 1999

- Major: Marketing Research

KERALA AGRICULTURAL UNIVERSITY, India

Bachelor of Fisheries Science

Oct 1992 – Oct 1996

- Major: Oceanography