JAYA KHAN

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EDUCATION

DUKE UNIVERSITY   **Durham, NC**
Master of Science, Major in Interdisciplinary Data Science   **2021-2023**
- Graduate Teaching Assistant: Fraud Analytics, Natural Language Processing
- Awarded tuition scholarship for outstanding academic and professional accomplishments (ranked in top 5% admits)
- Club: WISE (Women in Science and Engineering), Duke Running, Buddhist Meditation Community

DR APJ KALAM TECHNICAL UNIVERSITY   **Lucknow, India**
Bachelor of Technology, Major in Electronics and Communication Engineering   **2007-2011**
- Graduated with First Division and ranked in the top 20% of the class

EXPERIENCE

AMERIPRISE FINANCIAL, *Data Science Intern*   **Minneapolis, MN (May'22-Aug'22)**
- Drove 2x increment in sales from underperforming wholesalers by developing Gaussian mixture model to segment and profile profitable wholesalers and sharing those practices with target wholesalers.
- Devised KPIs for wholesalers' success by aligning with company leadership and stakeholders, measuring advisor contacts and relationship breadth.

ADOBE, *Digital Strategy Analyst*   **Bengaluru, India (2017-2021)**
- Contributed to $4.1M contract with a retail giant by identifying high-bounce pages during checkout journey, boosting purchase-to-visit conversion rate by 16%.
- Elevated client engagement score by 7% (exceeding 5% goal) by prioritizing mobile app performance metrics in Adobe Analytics.
- Assisted Adobe in securing $1.1 MM deal with manufacturing client by resolving data-silos in enterprise architecture via data deep-dives and cross-functional team interviews.

DELOITTE DIGITAL, *Technology Consultant*   **Bengaluru, India (2015-2017)**
- Increased online sales by 23% with just-in-time promotions for a retail giant by predicting shopping cart abandonments in real-time using random forest method.
- Improved click-through rate by 35% for a Fortune 500 pharmaceutical client by using a cosine similarity measure to tailor the web application's promotional content.
- Achieved $170K in yearly efficiency gains for multi-level marketing client by deploying SAML single sign-on user-authentication module that eliminated the need for multiple logins.

WIPRO LIMITED, *Java Developer*   **Bengaluru, India (2012-2015)**
- Drove 38% improvement in the message delivery speed and accuracy for a financial services client by designing Java-based XML processing APIs.
- Accelerated development time by 25% for a top banking client by automating web analytics tracking process.
- Reduced website downtime by ~60% for an oil & gas client by creating a logging monitoring module using Java API.

EXPERTISE

- **Programming Language:** C++, Python, Rust, R, Java, JavaScript, SQL, Excel VBA.
- **Development Environment:** Visual Studio Code, EMACS, Eclipse.
- **Data Analysis:** Random Forest, LSTM, BERT, Stacking, Gaussian Mixture, Missing Data Imputation.
- **Cloud Service:** Adobe Experience Cloud, Google Cloud Platform, Amazon Web Services.
- **CI/CD:** Docker, Jenkins, Git, Microservices, Kubernetes.
- **Data Storage:** Java Content Repository, MySQL, AWS, Postgres, Oracle, Databricks.

ACADEMIC PROJECTS

- **DUKE HEALTH CLINIC:** Helped physicians understand profile of patients with severe COVID-19 risk and their sentiment for getting vaccinated by running a regression analysis on the regional patient survey data. Leveraged Bayesian MCMC and Gibbs sampler missing data imputation method to achieve an AUC of 0.703.
- **CAUSAL INFERENCE:** Created impact analysis framework for super host label of Airbnb, using DAME-FLAME library to create treatment and control groups. Regression analysis revealed $3,127 higher revenue for super hosts, facilitating industry adoption for the impact analysis framework.

ADDITIONAL INFORMATION

- **Adobe Support:** Spearheaded automation initiatives at Adobe, collaborating with process owners to identify and streamline repetitive tasks using Excel macros, achieving a time savings of 4.5 hours per week.
- **United Nations:** Honourable mention in Hackmakers Hackathon 2021 for interactive UI concept that democratizes research content access to achieve UN's Quality Education Goal (#4.4).
- **Interests:** Running | Writing | Travelling and collecting souvenirs | Exploring ChatGPT capabilities