

KEVAL SHAH

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EDUCATION

UNIVERSITY OF CHICAGO, MSc Analytics, Chicago, IL, **3.5 GPA** JAN 2014 - JUN 2016

- **National Science Foundation (NSF) Research Fellow**

- Thesis work in applying time series and econometric models to forecast demand for food products in retail stores and improve inventory planning.

LONDON SCHOOL OF ECONOMICS, METHODS FOR ECONOMIST AUG 2017

- Coursework in Econometrics

UNIVERSITY OF MUMBAI, BSc Computer Science, Mumbai, India, **3.4 GPA** JUNE 2008 - JAN 2012

EXPERIENCE

UNIVERSITY OF CHICAGO URBAN LABS, Chicago, IL NOV 2017 – APR 2018
Data Scientist

- Research and design data science solutions for problems in social and public policy space with a focus on pretrial decision making in the circuit court.
- Conduct analysis and build econometric models for understanding the effect of pretrial detention on defendant's likelihood of future offense.

MINTEL, Chicago, IL JULY 2017 – OCT 2017
Data Scientist

- Worked closely with product development, software engineering, and research teams to develop a scoring algorithm that measures relative marketing activity of brands across online and offline media channels and 6 different social networks.
- Employed feature selection and extraction methods on hundreds of variables that capture engagement, interaction and sentiment signals. Work conducted primarily in python.

PUBLICIS MEDIA, Chicago, IL SEP 2015 – SEP 2016
Senior Analyst

Delivered data-driven insights to shape the strategic direction of clients' business and marketing strategy. Performed statistical analysis for \$10B internet media client.

- Built regression-based statistical models to assess the impact of advertising on consumer response and guide future campaign planning decisions.
- Worked closely with clients' growth team to model user behavior on-site and provide insights into user retention rates for users acquired through marketing channels.
- Designed an online experiment to measure the effect of paid ads on organic search traffic by measuring the incremental clicks generated from paid ads.
- Proposed bidding and optimization strategies to maximize return on Ad-Spend. Utilized linear programming techniques in R.

Techniques include: Fixed and random effects models, generalized linear model, Multivariate Testing and factorial design.

NATIONAL INSTITUTE OF ADVANCED INDUSTRIAL SCIENCE AND TECHNOLOGY (AIST), Tsukuba, Japan SUMMER 2014
Research Scientist Intern

- Researched methods to visualize heterogeneous twitter data using d3.js and QGIS to discern any geospatial patterns using LDA text analysis to classify results into topic categories in R.

GPSHopper, Chicago, IL MAY 2013 - MAY 2014
Software Developer

- Wrote backend APIs and database code for mobile applications using python.
- Collaborated with front-end mobile application developers to ensure accurate backend data access.

eShots, Chicago, IL OCT 2011 – APR 2013
Software Developer

- Developed mobile applications to capture data for event marketers.
- Worked with a team of R&D developer to customize and deploy applications into production.

TECHNICAL SUMMARY

Programming Languages: R, Python (pandas, numpy, Scikit learn, matplotlib), SQL

Machine Learning: Regression, Ensemble methods, Time series forecasting, Regularization, Dimensionality reduction