






Khevna Parikh

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 Willing to Relocate

OBJECTIVE

Guided by intellectual curiosity, empathy, and learning agility, I have consistently sought to understand the 'why behind the what' and leverage diversity of thought and data to maximize outcomes. I am eager to contribute these strengths and drive meaningful change in data-orientated positions.

EXPERIENCE

Data Science Intern
Fox Corporation – Tubi, Inc.

Jun. 2022 – Nov. 2022

- Conducted meta-analysis of content across 153 streaming platforms, including Tubi, using Spark and Databricks to drive executive decision-making in content acquisition
- Analyzed user behavior patterns to increase conversion rates by evaluating key metrics like browsing time to first video click, identifying the importance of capturing viewers within the first few seconds of engagement
- Led an investigation into the viewership decay of Tubi's top 1,000 titles and identified IMDb votes as a critical driver of user engagement
- Developed and presented real-time, interactive dashboards in Sisense to effectively communicate complex data insights to diverse audiences

Legislative Fiscal Analyst
New York State Assembly

Jan. 2019 - Aug. 2021

- Implemented a high-income earner income tax surcharge, increasing State revenue by \$4 billion, which eliminated budget deficits and sustained state programs
- Developed econometric models in SAS to forecast New York State tax revenue, using a data file consisting of 10.5 million personal income tax returns
- Analyzed and executed budget recommendations on all personal income tax bills, effectively communicating insights on related bills to legislators and advocates
- Monitored daily State personal income tax revenues and expenditures, totaling \$55 billion

PROJECTS

Modeling Credit Risk (Link)

- Deployed Logistic Regression to estimate the probability that a potential borrower will default on principal or interest payments for a prospective loan over the next 12 months
- Engineered features to prevent look-head bias and multicollinearity, achieving 80% model accuracy

Emotions of War in Ukraine: Analyzing Public Sentiment from Twitter Data (Link)

- Collected and preprocessed 440K tweets from the Russia-Ukraine region using the Twitter API and Python, including stemming of Cyrillic alphabet words to prepare data for analysis
- Trained a Latent Dirichlet Allocation (LDA) topic model to uncover natural groupings of words or topics relevant to the emotions of individuals of the ongoing Russian-Ukrainian conflict, revealing insights into user sentiments and perceptions

TECHNICAL SKILLS

Languages: Python, SQL, R, SAS

Tools: Google Cloud Platform, PySpark, Apache Hadoop, Azure Databricks, Amazon Redshift, Git, Sisense

Certificates: Foundations: Data, Data, Everywhere by Google, SQL for Data Science by UC Davis

ACTIVITIES

Grader, *Fundamentals of Machine Learning and Intro to Data Science*

Public Finance Fellow, *NYU Marron Institute of Urban Management*

- Researched public safety funds to support gun violence reduction and victim-services programs

Vice President, *Graduate Community Building Group, Center of Data Science*

- Facilitated career development and team-building events for fellow graduate students

EDUCATION

Master of Science in Data Science

May 2023

New York University

- Courses: Big Data, Machine Learning, Linear Algebra, Probability & Statistics, NLP, ML in Finance

Bachelor of Science in Applied Mathematics & Statistics and Psychology

May 2018

Stony Brook University