

## Contact

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(LinkedIn)  
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## Top Skills

Statistical Analysis  
Data Strategies  
Data Analytics

## Languages

Hindi (Native or Bilingual)  
English (Full Professional)

## Certifications

Customer Analytics  
The Data Science of Experimental Design  
Market Research: Qualitative

## Honors-Awards

Operations Excellence - Opescars Award

# Kshitij Yadav

Unlocking the Power of Generative AI for Automated Data Analysis  
@Moody's | Ex-Wayfair  
Jersey City, New Jersey, United States

## Summary

Hey there, LinkedIn fam! I'm a data enthusiast on a mission to revolutionize products and customer experiences through data analytics and predictive analysis.

In my exciting journey, I've led teams at Wayfair and Moody's Analytics, where I worked on cutting-edge data-driven projects such as developing robust analytics, tests for conducting user level testing to optimize marketing and product strategy and architecting various ML systems to enhance customer experience

My ambition is clear: to stay at the forefront of data analytics and harness the power of predictive analysis to revolutionize the way we approach products and customer experiences. I'm eager to collaborate with like-minded professionals, learn from each other, and embark on data-driven adventures together. Let's connect and create a ripple effect of success!

In the wise words of Ada Lovelace, "The more I study, the more insatiable do I feel my genius for it to be." So, here's to an insatiable appetite for data, continuous learning, and the relentless pursuit of excellence!

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## Experience

### Moody's Analytics

Associate Director, AI and Data Science  
April 2023 - Present (9 months)  
New York City Metropolitan Area

✦ Currently spearheading the design and development of a robust conversational AI application, leveraging cutting-edge technologies like OpenAI's GPT-4 and Llama 2, Streamlit, and Python to enable real-time data analysis

- ◆ Integrating the power of Natural Language Processing with Langchain to transform complex data analysis into user-friendly interactions, anticipating to empower non-technical users to perform data analysis, thereby driving data democratization in the organization.
- ◆ Leading initiatives at Moody's to apply causal inference and AB testing methodologies, enabling data-driven decision-making and optimizing business strategies
- ◆ Spearheading the development of recommendation engines for personalized user experiences, leveraging advanced algorithms and data analysis techniques to deliver personalized experience to users
- ◆ Guiding teams in data analysis, statistical modeling, and machine learning techniques at Moody's, extracting valuable insights and providing actionable recommendations.
- ◆ Leading the implementation of robust data pipelines and utilizing tools such as Python, R, and SQL to handle large datasets effectively, ensuring data quality and delivering impactful results

## Wayfair

### Data Science Manager - Product Analytics and Experimentation

October 2021 - March 2023 (1 year 6 months)

New York, United States

Data science Manager of Product Analytics, leading a team of data scientists, developing, and implementing robust analytics for Valuation, Attribution and Measurement, and responsible for translating and communicating insights for executive managers

- ◆ Responsible for running multiple lift studies to measure the incrementality of Wayfair's \$1.5 billion marketing program
  - > Technical lead for running user and geographic tests for Brand, Social Media, and Email programs for user valuation modeling and incremental lift
- ◆ Led the product development of a Shapley-based ML Multitouch attribution solution for understanding incremental dollar amounts for each marketing channel
  - > Used statistical and probabilistic methods to improve our multi-touch attribution model, iterating through multiple versions to improve the marketing attribution (\$150M in opportunity cost saved)
- ◆ Established and led the Product Analytics workstream within the department, collaborating with multiple cross-functional stakeholders, implementing various complex analytics needs, and optimizing more than \$40M of annual revenue.

---> Engineered process for a scalable way of setting up data pipelines, ETL, and dashboards for core analytics using GCP

---> Analyzed billions of data points to understand long-term customer value for marketing during the holiday season, informing stakeholders on how to improve efficiency via a data-driven strategy (5% gain)

- ◆ Achieved over \$50 million per year in recurring revenue gain by implementing machine learning models to understand the most critical characteristics of customer data in order to guide a data-driven marketing strategy to convert lapsed customers into active customers
- ◆ Led Product vision for marketing product by utilizing customer feedback and driving prioritization using agile sprint planning
- ◆ Led effective communications for complex and technical data insights to senior leadership and executives through interactive dashboards and presentations

## Moody's Analytics

3 years 3 months

### Assistant Director - Product Data Science

May 2021 - October 2021 (6 months)

New York City Metropolitan Area

Leading personalization initiatives for Credit View and the Data-Science team at Customer Intelligence program at Moody's

- ◆ Developed "Recommended for You" recommendation module using machine learning tech-stacks, to increase customer engagement, coordinating and leading a team of engineers, product managers, and developers
- ◆ Engineered various customer and business-centric KPI's in order to understand customer behavior and leverage these insights for predictive analysis
- ◆ Conducted LTV analysis of customers, using the insight to understand customer behavior and segment users for various business and strategic purposes
- ◆ Accessed, tracked, and identified various leads for the sales team, by analyzing anonymous traffic to Moodys.com

### Senior Product Manager - Product Data Science

August 2018 - May 2021 (2 years 10 months)

New York City Metropolitan Area

Led the data-science team at the Customer-Intelligence program at Moody's, serving as a contributor, coordinator, and mentor for synthesizing and presenting insights to executive directors and key stakeholders.

- ✦ Developed BI-LSTM and CNN Deep Neural Nets for assessing Investor Services research documents' sentiments.
- ✦ Implemented machine learning algorithm and filters to detect and block customers who shared account credentials, increasing company revenue through subscription renewal by 7%.
- ✦ Conceived and developed Churn Modelling algorithm for customers, segmenting their risk profiles and providing key information to account-managers during contract renewal, resulting in higher renewal rates and revenue.
- ✦ Utilized statistical tests and data analysis techniques to determine which customers are using BOTS and web crawlers to scrape information and data from Moodys.com in order to protect it against reckless users and infringement attempts.
- ✦ Implemented a Machine Learning algorithm to personalize Moody's on-site search for its customers, based on their individual usage.

## Colaberry Inc

### Data Scientist

August 2016 - July 2018 (2 years)

Boston, Massachusetts

Colaberry provides cutting-edge Artificial Intelligence and Machine Learning solutions. The RefactorEd platform enhances the learning of bleeding-edge curriculum, through applying abstract Data Science and Machine Learning concepts in Python.

- ✦ Participated in all phases of research including data collection, data cleaning, data mining, developing models and visualizations
- ✦ Responsible for creating course curriculum in data science and machine learning tracks, using visualizations to explain statistical and machine learning concepts.
- ✦ Leveraged data to provide strategic business decisions to increase sales and effectiveness of marketing efforts of the team
- ✦ Engineered various machine learning models for both descriptive and predictive analysis from scratch, utilizing business requirement to propose various business and strategic recommendations
- ✦ Productionized and deployed ML algorithm using Docker Container

- ✦ Created word cloud from twitter feeds using text feature extraction and NLP techniques in Python.
- ✦ Created dashboards to provide information on current marketing KPIs and actionable data insights using Tableau

Data Science | ODSC East Overview: <http://tinyurl.com/k3qlkw5>

Presentation/workshop conducted @ ODSC East during the summer of 2017 in Boston. "How data preparation involving statistical imputation & data viz helps build a good model"

Machine Learning | SUNY Buffalo Overview: <http://www.cedar.buffalo.edu/~srihari/CSE574/index.html>

Spearheaded content selection and implementation of our platform within at SUNY Buffalo with their Graduate Level "Introduction to Machine Learning" curriculum (SUNY Buffalo - Computer Science & Engineering Dept.) - Platform provides students links to Python code in the form of Jupyter notebooks along with specific Machine topics / lectures.

## ZS Associates

### Associate

July 2014 - May 2016 (1 year 11 months)

Gurgaon, India

- ✦ Led teams in various client engagements, managed client relationships and participated in technical discussion
- ✦ Leading regular communication with internal and client teams to coordinate work and track exceptions
- ✦ Planning, designing and running of IC plans for sales force of a multi-billion dollar company, with superior client delivery and project management.
- ✦ Engineered complex incentive compensation model using SQL based tool for a client's business unit having 1000+ sales representatives
- ✦ Performing physician profile data search, collection, preparation, cleaning, grouping, analysis, modelling, validation, implementation and tracking based on client requirement
- ✦ Mining data from IMS data source to identify and interpret patterns and trends in sale of a product, assessing its data quality and eliminating irrelevant data using standard statistical tools and techniques in SAS to generate reports

- ◆ Developing a market entry and potential strategy for a leading pharmaceutical firm's product by analyzing sales and market potential of similar products in target areas
- ◆ Operating and optimizing business processes, both internally and for client, by evaluating value-stream mapping, evaluate business scenarios and more.
- ◆ Conducted market research for client; analyzed the survey data to strategize client's product launch using data science
- ◆ Optimizing system processes through process automation to derive cost benefits for both ZS and the client.
- ◆ Utilizing structured problem solving techniques to explain business outcomes and transformed data to client insights.

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## Education

Army Institute of Technology, Pune

Bachelor of Engineering - BE, Electronics and Telecommunication

The University of Texas at Dallas

Masters in Business Analytics with concentration in Data Science, Analytics