Louis Cialdella Senior Data Scientist

Contact

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Experience

Facebook New York, NY
Senior Data Scientist, Ads Ecosystems *July 2020 - Present*

- **Metric definition and methodologies for ads strategy**: Use a combination of internal and vendor traffic data to build metrics and perform experimental/observational analysis of cross-platform usage; highlight long-term investment opportunities and competitive threats to ads exec team
- **Estimate the impact of exogenous events with causal inference**: Quantify the effect of regulatory actions, product launches, and other events on Facebook's strategic position using econometric methods

ZipRecruiter Los Angeles, CA
Data Scientist; Senior Data Scientist *March 2016 - Present*

- **Experimental design and analysis for product optimization**: Designed experiments and analyzed results of product A/B tests, including leading the implementation of methodology for power and effect size analysis for more transparent and actionable results.
- **Causal Inference and Targeted Treatments**: Evaluated the effect of marketing decisions and sales actions using both observational analysis and experimental methods in order to provide targeted products and prioritize sales targets
- **Analytics leadership**: Mentored colleagues in data analysis skills, advised on methodology used by the department, evaluated external tools and built internal tools for predictive and causal modeling.
- **Automated fraud detection**: Designed and implemented machine learning system for fraud detection, decreasing instances of fraudulent job posting by 66%   .

General Assembly Los Angeles, CA
Data Science Instructor *October 2016 - December 2016*

- **Introduction to Data Science**: Instructed students in the use of Python, the ideas behind statistical methods, and the design and evaluation of machine learning systems.

JP Morgan Chase and Co New York, NY
Associate, Python Analytics Developer *March 2014 - March 2016*

- **Big data credit risk analytics**: Built distributed data processing pipelines for firm's internal credit risk analytics platform in Python.
- **Scalability engineering**: Scaled up daily pricing and analysis from 100K to 3 million instruments per day.
- **Robust system design**: Designed unit testing framework for project's event-driven batch scheduler

Rukkus.com New York, NY
Data Science Consultant *March 2015 - March 2016*

- **Ticket value model**: Developed machine learning algorithm for identifying high-value concert tickets using data from many vendors.
- **Recommender system**: Designed a recommender system for musicians using a vector space model built from genre keyword data.
- **Data processing pipeline**: Implemented data cleaning pipeline performing record linkage using fuzzy string matching.

Education

Columbia University New York, NY
BS, Computer Science, specialization in Machine Learning *May 2013*

Open Source Projects

- **Blog - lmc2179.github.io**: Regular short-form articles about my favorite data science topics.
- **bayesian_bootstrap**: Fast, easy to use bayesian bootstrapping of moments, as well as arbitrary statistics and regression models. Available on PyPI.