

Nisarga Kadam

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EDUCATION

CUNY - Hunter College

- Master of Arts in Computer Science

New York, NY

May 2027

The Pennsylvania State University

- Bachelor of Science in Social Data Analytics
- Awards: Happy Valley Launchbox Recipient 2022

University Park, PA

May 2023

SKILLS & CERTIFICATIONS

- Python (Pandas, NumPy, Scikit-learn, PyTorch, TensorFlow, NLTK), SQL, R, Tableau, Power BI, Spark, Hadoop, Excel, Git, Linux, Anomaly Detection, Fraud Detection, NLP · Data Integrity, Responsible AI, Bias Detection, Model Evaluation, Threat Pattern Analysis, Data Governance
- Certifications: Google Data Analytics, Google Ads, Autodesk

WORK EXPERIENCE

Publicis Health Media, NYC — *Investment Management Associate*

June 2025 - Present

- Software & Tools: Excel, Mediacean Prisma, Atlassian JIRA, Google Campaign Manager (CM360), CRM, DoubleVerify, Financial Analysis, Media Operations, Cross-Channel Investment Stewardship
- Analyzed CM360 + DoubleVerify data for irregular traffic patterns, identifying discrepancies aligned with invalid traffic (IVT) and integrity risks across \$10M+ digital ecosystems.
- Reconciled and validated \$800K+ in monthly invoices across Prisma and platform logs, reducing financial inaccuracies by 33% through anomaly detection and cross-system audits.
- Produced monthly risk-adjusted pacing reports with <2% variance, ensuring data integrity across complex media pipelines.
- Flagged unusual pacing spikes and budget anomalies, preventing misallocation of \$900K+ and improving operational reliability across channels.

Raja Foods and Vegetables, NYC — *Data Analyst Intern*

June 2023 - March 2025

- Software & Tools: Excel, QuickBooks, R, Business Intelligence, PowerPoint, Data Visualization, Inventory Forecasting, Supply Chain Analytics, Retail Analytics
- Built dashboards detecting supply-chain anomalies and irregular sales patterns, reducing shortages by 32% and manual reporting workload by 65%.
- Investigated QuickBooks transaction logs for inconsistencies, leading to a 41% reduction in waste through improved data accuracy and inventory risk management.
- Built statistical visualizations to identify seasonal spikes, outliers, and risk zones in operational flows.

AIMADETHIS, NYC — *Co-Founder*

May 2021 - March 2023

- Software & Tools: SQL, Tableau, Python, Generative AI, Trend Analysis, B2B/B2C Strategy, E-commerce Analytics, Customer Feedback Analysis
- Integrated generative AI tools into design workflows while monitoring for malformed outputs, inconsistencies, and quality drift in generative systems.
- Developed SQL + Tableau dashboards tracking anomalies in user behavior and conversion patterns, increasing B2C conversion rates by 83%.
- Automated reporting pipelines evaluating traffic, sales, and performance anomalies across marketplace channels.

PROJECTS

NBA Playoff Prediction (Pattern & Outlier Analysis)

May 2025

- Software & Tools: Python, nba_api, Scikit-learn, Pandas, NumPy, Random Forest, Data Visualization, Feature Selection
- Trained and evaluated a Random Forest model on over 96 playoff logs to identify outlier performance patterns and surface the most predictive KPIs influencing game outcomes.

Fake Review Detection (AI Trust & Integrity)

Dec 2024

- Software & Tools: Python, NLTK, Scikit-learn, Pandas, NumPy, Hugging Face, NLP, Logistic Regression, Decision Trees, SVC, Clustering, Statistics, Data Analysis, Data Modeling, Tableau
- Built an NLP + HuggingFace BLAiR pipeline detecting fraudulent Amazon reviews with an 81% F1 score, uncovering behavioral patterns (e.g., short overly-positive reviews 32% more likely to be fake) and visualizing anomaly clusters in Tableau to strengthen platform trust.

Government Spending & Female Labor Participation (Bias & Data Integrity Study)

May 2023

- Software & Tools: Python, Ridge Regression, Pandas, Grid Search, Data Integration, Feature Selection
- Applied Ridge Regression with grid search to analyze government spending impacts while ensuring data integrity through multicollinearity checks, consistent feature selection, and reproducible preprocessing pipelines.