MIHIR PAREKH

UNIVERSITY OF CAMBRIDGE GRADUATE & DATA SCIENTIST

CONTACT

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EDUCATION

2019-2020
UNIVERSITY COLLEGE LONDON
MSc Data Science

2016-2019
UNIVERSITY OF CAMBRIDGE
BA Economics

2014-2016
LAWRENCE SHERIFF SCHOOL
A-Levels: 4A*
(Mathematics, Further Mathematics, Economics, Biology), UKMT Gold Award Senior Mathematics Challenge

TECHNICAL SKILLS

- Programming languages: Python (Numpy, Pandas, Matplotlib, Scikit-learn), SQL, Hadoop, Stata

- Statistics: Distributions, Hypothesis Testing, Maximum Likelihood Estimation, Statistical Inference, Probability

- Machine Learning & Econometrics: Regression, Classification

LANGUAGES, INTERESTS ETC.

- **Languages**: English, Gujarati

- **Hackathons**: Won the 2019 UCL DSS Hackathon – Best Technical Solution awarded by Microsoft

- **Music:** Grade 6 Piano Distinction

- **Sport**: First Team Tennis – Lawrence Sheriff School, Selwyn College

- 2017-2018 Maddison Economics Society President, 2018-2019 Hip Hop Society Treasurer

EXPERIENCE

JUNE 2019 – SEPTEMBER 2019
Facebook Data Scientist (Intern, London)

- Worked on the Publisher Solutions team with the aim of understanding how to grow and scale small publishers on Facebook's Audience Network product
- Created **data pipelines**, conducted **feature engineering** and built a **random forest regression model** to predict the success of gaming publishers
- The project and the **final dashboard drove strategy for the team** and was implemented into the second half roadmap

JUNE 2018 – SEPTEMBER 2018
Facebook SMB Account Strategist (Intern, Dublin)

- Responsible for **analysing digital marketing performance** and **data trends** to implement strategy for a book of 15 clients (over £4m combined annual revenue spent on Facebook) whilst **working collaboratively with cross-functional partners** in Marketing Science and Creative Shop
- Increased optimal spend of clients 20% above target

JANUARY 2015 – DECEMBER 2015
Coventry Building Society Customer Service Assistant (Rugby)

- Responsible for **building long-term relationships** with members and **understanding consumer needs**

PROJECTS

OCTOBER 2018 – APRIL 2019
Part 2B Individual Dissertation Project

- Conducted an **econometrics**-based dissertation using a **probit model** to find the impact of education on voting and volunteering behaviour in the UK
- An **Instrumental Variable (IV) approach** using the 1972 compulsory education reform to ensure the effect was **causal**

JUNE 2018 – JUNE 2018
Part 2A Econometrics Project

- Conducted a **panel data fixed effects regression project**: "Factors influencing post-Kindergarten measured attainment in the US 2011-2014" - Achieved a 1st class result in this module

AUGUST 2018 – SEPTEMBER 2018
SQL Intensive Course - Codecademy

- Final project involved conducting **SQL analysis** on a hypothetical subscription-based company to understand how their **churn rates differ across different user segments**