

PARIN SHAH
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education	UNIVERSITY OF BRITISH COLUMBIA	Vancouver, B.C.
2013 - present	<i>Bachelor of International Economics</i> <ul style="list-style-type: none">• 86.1% Cumulative GPA, Relevant Courses (Grade, Avg.): Econometrics (88, 73), Software Construction (88, 68), Multivariate Calculus (87, 66), Investment Theory (91, 79), Game Theory (88, 68)• 3 entrance scholarships worth \$38k, Dean's List, Chancellor's Scholar Award (Academic Performance)• Other affiliations: Strategy Consulting Mentorship Program (SCMP), Leaders of Tomorrow (LOT) Program	
experience	NATURAL WELLBEING DISTRIBUTION INC.	Vancouver, B.C.
2016 - present	<i>Business Analytics Specialist</i> <ul style="list-style-type: none">• Generated an additional \$400k in revenues over 1.5 years for 3 e-commerce stores by leading strategy and implementations for predictive marketing analytics, BI dashboards, statistical modelling and UX design• Enabled the firm to improve digital customer targeting and engagement rate through developing models for pricing optimization, product recommendations and sentiment analysis using R, Python, SQL and Tableau• Improved website conversion rates by 33% through implementing JavaScript, CSS, HTML code for A/B testing and by analyzing customer journey maps and behavior data using Optimizely and Google Analytics	
2015	<i>Digital Analytics Intern</i> <ul style="list-style-type: none">• Reduced customer acquisition costs for programmatic ads by 25% through building a customer lifetime value model using R and an app to generate keywords for paid search bidding by classifying site search data• Increased transparency in software bugs and marketing channel attribution by building dashboards and apps integrating data sources such as web server logs and transaction data using RESTful APIs and Tableau• Led implementations and training for CRM, website tag management and A/B testing tools	
2015 – present	APPLIED QUANTITATIVE METHODS <i>Fellow (Pro bono Data Science Consulting)</i> <ul style="list-style-type: none">• Predicted bus travel times with an 87% accuracy for BC's Transport Authority, Translink, by applying regularized regression models and machine learning techniques like clustering to estimate bus demands for new routes; paper to be published in the Canadian Journal of Transportation• Identified drivers behind low converting keywords reducing paid ad costs for a web domain reseller, Left	Vancouver, B.C.
2014 - present	VANCOUVER SCHOOL OF ECONOMICS <i>Research Assistant to Professor Giovanni Gallipoli (Labour Market Economist)</i> <ul style="list-style-type: none">• To be published alongside Giovanni Gallipoli; Researched wage stagnancy factors, by analyzing the skills in all occupations by applying econometrics models such as regressions and forecasting on US labour datasets• Identified drivers behind US intergenerational income and consumption gaps by cleaning unstructured data from panel survey datasets, performing exploratory analysis and creating research reports using R and Stata	Vancouver, B.C.
summer 2014	NIC CAPITAL <i>Summer Analyst, Investment Banking</i> <ul style="list-style-type: none">• Proposed clients for syndicated loans worth \$30M+ by identifying funding gaps within various East African countries through compiling client portfolio presentations from market research reports• Improved the accuracy of a cement client merger resulting in a \$1.1M valuation adjustment by identifying factors affecting the client's market share through due diligence and development of financial models	Nairobi, Kenya
community	VANCOUVER SCHOOL OF ECONOMICS UNDERGRADUATE SOCIETY	Vancouver, B.C.
2015 – present	<i>VP Finance</i> <ul style="list-style-type: none">• Boosted the financial standing of the society by managing the allocation of the \$30k budget helping the society recover from its previous year's deficit of 15% while supporting 5 new programs and services• Developed and implemented a faculty-wide Community Initiative Grants program by leading a team of 4 to enable 15 economics students to participate in all-expenses paid conferences and events	
2014 – 2015	ROTARACT CLUB OF VANCOUVER <i>Fundraising Director</i> <ul style="list-style-type: none">• Raised \$5k for a weekend meal program at a local homeless shelter by organizing a silent auction through managing a fundraising committee and collectively cold calling over 300 community members for donations	Vancouver, B.C.
personal	<ul style="list-style-type: none">• Technical Skills: R, Python, SQL, Java, Web Development, Optimizely, Google Analytics, Tableau• Interests: cooking, classical Indian music (playing pump organs), Developments in data science, artificial intelligence and machine learning (delivered a bootcamp on marketing analytics and user experience design)	