

# Rashad Eletreby

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US Permanent Resident

## EDUCATION

### Carnegie Mellon University

*PhD in Electrical and Computer Engineering*

Pittsburgh, PA

*Aug. 2015 – Sep. 2019*

### Carnegie Mellon University

*MS in Electrical and Computer Engineering*

Pittsburgh, PA

*Aug. 2015 – Sep. 2019*

### Cairo University

*MS in Electrical and Computer Engineering*

Cairo, Egypt

*Sep. 2012 – July 2014*

### Cairo University

*BS in Electrical and Computer Engineering*

Cairo, Egypt

*Sep. 2007 – July 2012*

## TECHNICAL SKILLS

**Coding:** Python, C++, Hive, SQL

**Developer Tools:** Git, Jupyter, Google Cloud Platform, VS Code, PyCharm, IntelliJ

**Libraries:** xgboost, PySpark, pandas, tensorflow, NumPy, Matplotlib, scikit-learn, igraph, networkx, joblib, requests, SciPy

## EXPERIENCE

### Principal Data Scientist

*Rocket Travel, Inc.*

August 2022 – Present

*Burlington, NJ*

- **Learning to Rank:** Leading a team of two data scientists designing advanced Learning to Rank models in the context of *hotel* ranking. Ranking models developed by the team are serving a multitude of partners by means of white-labeling.

### Senior Manager I, Data Science

*Walmart, Inc.*

January 2022 – August 2022

*Hoboken, NJ*

- **Learning to Rank:** Led a team of three data scientists developing various aspects of Learning to Rank pipeline, namely, feature engineering, model design/training, and model deployment. Ranking models developed by the team served ~ 50% of Walmart.com traffic on both web/app platforms.

### Staff Data Scientist

*Walmart, Inc.*

December 2020 – January 2022

*Hoboken, NJ*

- **Search Listing Diversity:** Designing algorithms based on image understanding to increase the diversity of search results and decrease duplicate listings at Walmart.com.
- **Learning to Rank:**
  - \* Developed the first Learning to Rank (LETOR) framework for baseline ranking layer that serves all of Walmart.com browse shelves. The developed framework led to 0.37% GMV lift. The project drove an additional \$XxM in revenue.
  - \* Designed the first multi-objective LETOR framework to empower a unified search experience in support of Walmart OneApp launch. The Designed model achieved relevance improvements of 15%.
  - \* Created a LETOR framework that serves all of Walmart.com browse shelves. The rerank model induced by this framework led to 0.9% GMV lift and 2% discoverability lift. The project drove an additional \$XxM in revenue.
- **Experimentation:**
  - \* Created a powerful offline tool that measures the performance of a feature in terms of GMV coverage. The tool played a crucial role in many business decisions across multiple teams whenever an online A/B test was not possible
  - \* Running and analyzing customer facing experiments through interleaving and A/B testing.

## Senior Data Scientist

Walmart, Inc.

October 2019 – December 2020

Hoboken, NJ

### • Learning to Rank:

- \* Developed a LETOR framework that serves all of Walmart.com browse shelves. The new model improved relevance by 5% and increased Ads revenue by 6.3%.
- \* Improved key features used within the LETOR framework that serves all search queries at Walmart.com. The ranking model trained on the improved features yielded 12% improvements with respect to item discoverability.
- \* Implemented fundamental algorithmic changes to the LETOR framework at Walmart to alleviate presentation bias and accurately model customer engagement. The ranking model induced by these changes led to 0.60% GMV lift and 5% latency improvement. The project drove an additional \$XxM in revenue.

### • Experimentation:

- \* Implemented key enhancements to an offline tool that simulates online interleaving tests. The enhancements provided several key insights that aided in the decision making of many features.
- \* Developed an offline tool that examines A/B and interleaving test data and provides insights on the key segments for which the treatment performed poorly as compared to the control. The tool has been utilized by several members in the organization and is considered as a starting point for Root Cause Analysis (RCA).

## Research Assistant

Carnegie Mellon University

Aug. 2015 – Sep. 2019

Pittsburgh, PA

- **Discovering Social Circles:** Proposed methods for automatic community detection on social network subgraphs under the *social circle analysis* category. The proposed methods combine structural information (graph connectivity) and content information (traits pertaining to each node in the network) to determine communities within social network graphs
- **Random Graph Theory:** Proposed novel random graph models that capture the secure connectivity of large-scale, heterogeneous wireless sensor networks. Analyzed the absence of isolated nodes, connectivity, minimum node degree, and  $k$ -connectivity of the proposed graphs by means of rigorous mathematical proofs and computer simulations
- **Network Science:** Proposed and analyzed mathematical and simulation models that characterize the role of evolutionary adaptations in facilitating the spread of information and infectious diseases in real-world complex networks
- **Internet of Things:** Worked on the design, evaluation, and implementation of novel techniques that aim to i) disentangle and decode large numbers of interfering LP-WAN transmissions at a simple, single-antenna LP-WAN base station, and ii) extend the transmission range of the current LP-WAN sensors

## Research Assistant

University of Arizona

Aug. 2014 – May 2015

Tucson, AZ

- **Physical-layer security:** Conducted research on physical layer security in multi-link wireless networks using artificial noise techniques

## HONORS AND AWARDS

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|---|-------------------------|
| • <i>Making the Difference Award</i> , Walmart                                    | February 2021           |
| • <i>Philip and Marsha Dowd Fellowship</i> , Carnegie Mellon University           | August 2017 - May 2018  |
| • <i>CMU Presidential Fellowship</i> , Carnegie Mellon University                 | August 2017 - May 2018  |
| • <i>William J. Happel Fellowship</i> , Carnegie Mellon University                | August 2015 - July 2016 |
| • <i>Carnegie Institute of Technology Fellowship</i> , Carnegie Mellon University | August 2015 - July 2016 |

## PATENTS

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- (P3) **R. Eletreby**, C. Mu, Z. Wang and R. Mukherjee “*Systems and Methods for Improving eCommerce Search Ranking Via Labelling Enhancements in LETOR*” - patent pending
- (P2) **R. Eletreby**, D. Zhang, S. Kumar and O. Yağın “*Empowering Low-Power Wide Area Networks in Urban Settings*” - patent granted by USPTO
- (P1) M. Krunz, B. Akgun, P. Siyari, H. Rahbari, **R. Eletreby**, and O. Koyluoglu “*Systems and methods for securing wireless communications*” - patent granted by USPTO

## Technical Reports

- (T1) **R. Eletreby** and M. Blanco “*Social Circle Analysis via Content and Structure Augmentation*” - Source code and report are available at: <https://github.com/reletreby/structureAug>

## Journal Papers

- (J6) **R. Eletreby** and O. Yağın “*Secure Connectivity of Heterogeneous Wireless Sensor Networks Under a Heterogeneous On-Off Channel Model*” - IEEE Transactions on Control of Network Systems (submitted)
- (J5) **R. Eletreby**, Y. Zhuang, K. M. Carley, O. Yağın, and H. Vincent Poor “*The Effects of Evolutionary Adaptations on Spreading Processes in Complex Networks*” - Proceedings of the National Academy of Sciences (March 2020)
- (J4) **R. Eletreby** and O. Yağın “*Connectivity of Inhomogeneous Random  $K$ -out Graphs*” - IEEE Transactions on Information Theory (June 2020)
- (J3) **R. Eletreby** and O. Yağın “ *$k$ -connectivity of Inhomogeneous Random Key Graphs with Unreliable Links*” - IEEE Transactions on Information Theory (January 2019)
- (J2) **R. Eletreby** and O. Yağın “*Connectivity of Wireless Sensor Networks Secured by Heterogeneous Key Predistribution Under an On/Off Channel Model*” - IEEE Transactions on Control of Network Systems (February 2018)
- (J1) **R. Eletreby**, H. Elsayed and M. Khairy “*Optimal Spectrum Assignment for Cognitive Radio Sensor Networks Under Coverage Constraint*” - IET Communications Journal (December 2014)

## Conference Papers

- (C15) A. Sridhar, O. Yağın, **R. Eletreby**, S. Levin, J. B. Plotkin, and H. V. Poor “*Leveraging A Multiple-Strain Model with Mutations in Analyzing the Spread of Covid-19*” - IEEE ICASSP 2021
- (C14) O. Yağın, A. Sridhar, **R. Eletreby**, S. Levin, J. B. Plotkin, and H. V. Poor “*Modeling and Analysis of the Spread of COVID-19 under a Multiple-strain Model with Mutations*” - HDSR 2021
- (C13) M. Sood, A. Sridhar, **R. Eletreby**, C. W. Wu, H. V. Poor, and O. Yağın “*Epidemic Spreading of Mutating Contagions over Multi-Layer Contact Networks*” - NetSci 2021
- (C12) **R. Eletreby** and O. Yağın “*On the Connectivity of Inhomogeneous Random  $K$ -out Graphs*” - IEEE ISIT 2019
- (C11) **R. Eletreby** and O. Yağın “*Connectivity of Wireless Sensor Networks Secured by the Heterogeneous Random Pairwise Key Predistribution Scheme*” - IEEE CDC 2018
- (C10) **R. Eletreby**, Y. Zhuang and O. Yağın “*Evolution of Spreading Processes on Complex Networks*” - Conference on Complex Systems 2018
- (C9) **R. Eletreby**, Y. Zhuang and O. Yağın “*Evolution of Spreading Processes on Complex Networks*” - IEEE ITA 2018 - Invited Abstract
- (C8) **R. Eletreby**, D. Zhang, S. Kumar and O. Yağın “*Empowering Low-Power Wide Area Networks in Urban Settings*” - ACM SIGCOMM 2017
- (C7) **R. Eletreby** and O. Yağın “*Secure and Reliable Connectivity in Heterogeneous Wireless Sensor Networks*” - IEEE ISIT 2017
- (C6) **R. Eletreby** and O. Yağın “*Connectivity of Inhomogeneous Random Key Graphs Intersecting Inhomogeneous Erdős-Rényi Graphs*” - IEEE ISIT 2017
- (C5) **R. Eletreby** and O. Yağın “*On the network reliability problem of the heterogeneous key predistribution scheme*” - IEEE CDC 2016
- (C4) **R. Eletreby** and O. Yağın “*Node isolation of secure wireless sensor networks under a heterogeneous channel model*” - Allerton 2016
- (C3) **R. Eletreby** and O. Yağın “*Minimum Node Degree in Inhomogeneous Random Key Graphs With Unreliable Links*” - IEEE ISIT 2016
- (C2) **R. Eletreby**, H. Rahbari, M. Krunz “*Supporting PHY-layer Security in Multi-link Wireless Networks Using Friendly Jamming*” - IEEE GLOBECOM 2015
- (C1) **R. Eletreby**, H. Elsayed and M. Khairy “*CogLEACH: A Spectrum-Aware Clustering Protocol for Cognitive Radio Sensor Networks*” - CROWNCOM 2014