

Rashad Eletreby

650-714-2627 | eletreby.rashad@gmail.com | <https://www.linkedin.com/in/reletreby>

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

TECHNICAL SKILLS

Coding: Python, Hive, SQL

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

Libraries: fastapi, sagemaker, openai, cohere, farm-haystack, langchain, llama-index, xgboost, pyspark, pandas, tensorflow, numpy, scikit-learn, igraph, networkx, scipy

EXPERIENCE

Principal Data Scientist

Rocket Travel by Agoda

August 2022 – Present

New York City, NY

- Pioneering the use of OpenAI ChatGPT in creating a travel assistant for all B2B partner websites.
- Leading the design of advanced hotel ranking models, resulting in a 3% conversion lift across B2B partners.
- Led a team in developing a Neural Translation model for room titles, reducing customer complaints by 23% and increasing revenue by 2%.

Senior Manager I, Data Science

Walmart, Inc.

January 2022 – August 2022

Hoboken, NJ

- Led a team in building a Learning to Rank (LETOR) pipeline, catering to half of Walmart.com's web and app traffic.

Staff Data Scientist

Walmart, Inc.

December 2020 – January 2022

Hoboken, NJ

- Implemented algorithms (based on image understanding) to diversify search results and minimize duplicate listings on Walmart.com.
- Built a LETOR framework for Walmart.com online browse shelves, increasing Gross Merchandise Value (GMV) by 1.2%, enhancing product discoverability by 2%, and increasing Ads revenue by 6.3%. 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%.
- Developed a suite of critical offline tools for feature performance measurement and ran customer-facing experiments via interleaving and A/B testing.

Senior Data Scientist

Walmart, Inc.

October 2019 – December 2020

Hoboken, NJ

- Improved the ML features used within Walmart search LETOR framework, leading to a 12% boost in item discoverability.
- Implemented algorithmic changes to Walmart search LETOR framework, resulting in a 0.60% GMV lift and a 5% latency improvement.

Research Assistant

Carnegie Mellon University

Aug. 2015 – Sep. 2019

Pittsburgh, PA

- Proposed and analyzed mathematical and simulation models to understand the spread of information and diseases in real-world complex networks (PNAS).

- Proposed and analyzed novel random graph models that capture the secure connectivity of large-scale, heterogeneous wireless sensor networks (**IEEE Trans. on Info. Theory**).
- Developed techniques for decoding collisions and extending transmission range in LP-WAN transmissions (**ACM SIGCOMM**).
- Devised methods for community detection on social network subgraphs, incorporating both structural and content information.

HONORS AND AWARDS

Received multiple awards for excellence including the *Making the Difference Award*, Walmart (2021), *Philip and Marsha Dowd Fellowship*, Carnegie Mellon University (2017-2018), and *CMU Presidential Fellowship*, Carnegie Mellon University (2017-2018).

PATENTS

- (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

SELECTED PUBLICATIONS

Journal Papers

- (J1) M.Sood, A.Sridhar, **R.Eletreby**, C.W.Wu, S.A.Levin, H.V.Poor, and O.Yağın “*Spreading processes with mutations over multilayer networks*” - Proceedings of the National Academy of Sciences (April 2023)
- (J2) 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*” - Harvard Data Science Review (April 2021)
- (J3) **R.Eletreby**, Y.Zhuang, K.M.Carley, O.Yağın, and H.V.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)
- (J5) **R.Eletreby** and O.Yağın “*k-connectivity of Inhomogeneous Random Key Graphs with Unreliable Links*” - IEEE Transactions on Information Theory (January 2019)

Conference Papers

- (C1) 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
- (C2) 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
- (C3) **R.Eletreby** and O.Yağın “*On the Connectivity of Inhomogeneous Random K-out Graphs*” - IEEE ISIT 2019
- (C4) **R.Eletreby** and O.Yağın “*Connectivity of Wireless Sensor Networks Secured by the Heterogeneous Random Pairwise Key Predistribution Scheme*” - IEEE CDC 2018
- (C5) **R.Eletreby**, D.Zhang, S.Kumar and O.Yağın “*Empowering Low-Power Wide Area Networks in Urban Settings*” - ACM SIGCOMM 2017

For a full list of publications, please visit my [Google Scholar profile](#).