Mrignyani Sehgal

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720-939-2918 | San Francisco, CA

PhD Applied Economics | Causal Inference | Big Data | Data-Driven Decision Making

7+ years experience designing and executing impact evaluations for **Gates Foundation**, **Bloomberg Philanthropies**, and NIH funded projects across 10+ countries. Extensive experience with large datasets including administrative data, national household surveys, **retail marketing data** and **price data**. Strong communicator translating complex research insights to diverse audiences through data-driven reports, policy briefs and stakeholder presentations. Findings published in leading peer reviewed journals and presented at major conferences.

WORK EXPERIENCE

Global Food Policy Research Program, UNC   *Chapel Hill, North Carolina*
Senior Research Associate   **Sep 2024-Present**

- Led **causal analysis of product labeling policies** on health outcomes using longitudinal **NielsenIQ Marketing Data** (1.5 million transactions); applying interrupted time series models with linear and logistic regression
- Designed NIH-funded **online A/B testing** of label language and design on U.S. consumers' preferences
- Implemented difference-in-differences (DiD) analysis for **impact evaluation of Colombia's labeling policies** on consumer behavior; collaborated with multidisciplinary research team, donors, local NGO and policymakers

CUNY Urban Food Policy Institute   *New York City, New York*
Research Analyst   **Jun 2022-Aug 2022**

- Developed digital diary method to **analyse** heterogeneity in food **marketing exposure**; led 5-person data team

University of Illinois   *Urbana-Champaign, Illinois*
Research Analyst   **Aug 2020-Aug 2022**

- Used **instrumental variables** to study impact of technology adoption on household welfare
- Applied **DiD** to assess impact of external shocks on household livelihood and health outcomes (N=120,000)
- **Panel fixed-effects models** to study resilience to price volatility using historical market price data

International Food Policy Research Institute   *Washington, DC*
Research Analyst   **Aug 2018-Aug 2020 & Aug 2022-Aug 2024**

- Conducted **econometric analysis** for a Gates Foundation funded impact evaluation of health intervention; oversaw full research cycle from **survey design, data collection, data analysis** through manuscript publication
- **Designed and executed lab-in-field RCT**; using statistical methodology including **hypothesis testing and preference estimation** to assess how information and provider characteristics affect user willingness to pay
- Translated complex data into dashboards, visualizations and **policy briefs for non-technical Govt. stakeholders**

SKILLS AND TOOLS

Experimental Methods: Online RCTs, A/B testing, choice experiments, auctions, power analysis, survey designs
Quasi-Experimental Methods: Difference-in-differences, instrumental variables, panel fixed effects models
Languages and statistical software: Excel, Stata (advanced), Python, SQL, Qualtrics

EDUCATION

University of Illinois Urbana Champaign, *PhD in Applied Economics (JBT Addington Fellowship)*	**2020-2024**
TERI, *MSc in Economics*	**2015-2017**
Delhi University, *Bachelor's in Economics*	**2012-2015**