Rohan Vartak

650-505-9167 | rohanvartak1996@gmail.com | www.linkedin.com/in/rohanvartak1996 | rohanvartak96.github.io

Experience

Senior Data Scientist   Dec 2024 - Present

Meta

- Developed and deployed advanced optimizations to Meta's user language prediction model, increasing Ad availability and leading to a substantial increase of **$195M in Annual Recurring Revenue (ARR).**
- Engineered a high-recall model (**95% recall**) to predict the resident state of users, ensuring Meta's adherence to global and state-level regulatory requirements.
- Performed large-scale data analysis to define new product opportunities and levers, driving adoption and
- integration of the people data prediction models across various Meta products.
- Established and monitored key product metrics to measure the success of the people data models, setting team goals and tracking major product trends.
- Collaborated closely with Engineering and cross-functional partners to inform product strategy and execute critical product decisions.

Data Scientist   Dec 2021 – Nov 2024

Meta

- Led deep-dive analyses identifying and resolving latency and reliability bottlenecks in Meta's Shop Ads product, resulting in a **30-40% latency improvement** and generating **~$1.2B ARR.**
- Performing large scale data analysis to understand, define and test new opportunities and levers to improve the Shopping Cart product as well as driving the product roadmaps by providing insights and recommendations.
- Identifying and developing key product metrics to measure the success of the Shopping Cart, setting goals for the team, and monitoring the metrics to understand the major trends.

Data Engineer   Feb 2020 – Dec 2021

Meta

- Designed and implemented the entire data foundation and measurement systems for **Facebook Neighborhoods** from scratch, supporting product scaling from **0 to 10M users** over 10 months.
- Defined and operationalized key product metrics (growth, retention, engagement, integrity) which enabled the team to make critical business decisions and informed rigorous experimentation.
- Performed deep-dive data analysis and delivered key insights to drive the strategic direction and growth of Facebook Neighborhoods.
- Developed full-scale data architectures and measurement systems for community-based products in the Facebook App.
- Spearheaded the quick and efficient development of data architectures and measurement systems for **0 to 1 products**.

Skills

Programming:	Python, SQL, Java
Frameworks/Libs:	PyTorch, pandas, scikit-learn, NumPy, plotly, PySpark, Keras, XGBoost, Tensorflow, Transformers, LangChain
Data & Cloud:	AWS, Azure, GCP, Git, Airflow, dbt, ML Flow, Docker, DataBricks, Kubernetes, Terraform, Spark, BigQuery, Snowflake, Airtable
Domains:	LLM, RAG, NLP, Machine Learning, AI agents, A/B Testing & Experimentation, ETL
BI & Analytics:	Tableau, Power BI, Looker, Cursor

Education

Master of Science, Computer Science, New York University

Bachelor of Engineering, Computer Engineering, University of Mumbai