

Data Scientist

Data Scientist - Branch Metrics

Redwood City, CA

Work Experience

Data Scientist

Branch Metrics - Redwood City, CA

April 2018 to Present

Branch: Branch is a unicorn mobile linking and attribution provider that processes 10B+ requests daily, funded by NEA, Lightspeed Venture Partners, Founders Fund and more. Joined as the 150th employee and the third Data Scientist - the company now has 300+ employees with 7 data scientists.

- Pulse: Designed and created a data product that identifies both up-sell and customer nurture opportunities - sourced over \$300k of closed won deal flow through Pulse-driven alerts to sales reps.
- Automated Anomaly Detection: Product & Tech Lead on Branch's anomaly detection efforts, baking SH-ESD, DBSCAN, Robust PCA and other machine learning techniques into a fraud prevention suite, influencing upwards of \$1.2m of revenue to date.
- Search Analytics: Built a cohort analysis framework & UI in Pandas & Plotly for Samsung's Head of Search and our Head of BD - both teams consulted the tool daily in a successful 7-month long deal worth \$75m.
- North Star Metrics: Lead design, implementation and evangelism for the company's sole North Star Metric with our CEO, using technologies like SQL, PySpark, Pandas, Druid and Airflow.
- Pricing Model: Lead Data Scientist on revamping our enterprise pricing model. Performed polynomial regression, weighting the pricing curve with each product's relative impact on average MRR and ARR. Deployed pricing change has lead to a 40% increase in average deal size this quarter.
- Customer Health Dashboards: Lead the creation of renewal health assessment Tableau dashboards, saving customer success managers an average of 30 hours per quarter - a \$50k efficiency gain.
- Dev Environment: Analytics environment based on Docker, Kubernetes and AWS, standardized the Python dependencies. Wrote the core libraries that are shared by all data scientists.

Software Engineering Intern

Google - San Diego, CA

October 2017 to March 2018

- Kolibri: Worked on core development team for Kolibri, Learning Equality's flagship product, decoupling front-end assets from Webpack.js, speeding up build time by 60%
- Application Health Monitor: Built a service for sending custom email & slack notifications based on anomalies in server-side metrics (CPU usage, API latency).

Data Analytics Intern

Pacific Gas and Electric Company (PG&E) - San Francisco, CA

June 2017 to September 2017

- Storage Dispatch Optimization: Led re-factoring of a Python-based optimized energy storage dispatch model, a \$2.75m project under PG&E's EPIC initiative.
- Assess't: Designed, developed & tested an automated asset telemetry analysis library using Pandas and Prophet, saving 2 months of field testing & maintenance, an estimated \$93k of value.

Education

BS in Human Computer Interaction

University of California San Diego, CA

September 2014 to April 2018

Skills

Anomaly Detection (2 years), AWS (2 years), Data Mining (2 years), Python (3 years), SQL (3 years), Forecasting (1 year), Modeling (1 year), Analytics (2 years), Data Warehousing (2 years), Data Analysis (3 years), Excel (3 years), Business Intelligence (2 years), Spark (2 years), Tableau (2 years)

Links

<http://linkedin.com/in/a1mahajan>

<http://github.com/akshaymahajans>