

Shayan Abbasi

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Profile

Econometrist and Data Scientist with a PhD in Quantitative Marketing from McMaster University and a Master of Financial Economics from the Barcelona School of Economics. Three years of professional experience in data analysis within the Finance and Marketing sectors, specializing in causal inference, text classification, and data-driven strategy. Researcher focused on value appropriation, privacy policy, and the adoption of generative AI within the mobile app ecosystem. Specialized in advanced econometrics, experimental design, and large-scale data processing to generate actionable insights.

Cloud expertise in GCP (Compute Engine VMs, Vertex AI), **Agentic AI** (LangGraph, AutoGen) and extensive expertise in applying **Causal Inference** designs and methods (hypothesis testing, difference-in-differences, matching, RDD, IV, decision trees).

Education

Ph.D. Quantitative Marketing McMaster University	Aug 2022 - Mar 2026 Hamilton, Canada
Three essays in mobile app ecosystem: Value appropriation and business models, platform owner entry and complementors' response, and conversational assistant (Gen AI) integration in mobile apps.	
- Methods: DiD, Panel Data Regression, Zero-Shot Classification, Fine-tuned LLM for classification through GCP's Vertex AI custom model.	
Advisor: Dr. Manish Kraker	
Master of Applied Economics Autonomous University of Barcelona	Sep 2021 - Jul 2022 Barcelona, Spain
Master Thesis: Market Share Analysis in U.S. Markets.	
Master of Financial Economics Barcelona School of Economics	Sep 2020 - Jul 2021 Barcelona, Spain
Master Thesis: The financial consequences of corporate misconduct: A financial event study analysis.	
Bachelor of Economics University of Tehran	Sep 2016 - Jul 2020 Tehran, Iran
- Minor: Computer Science	

Experience

Sessional Instructor DeGroote School of Business, McMaster University	Sep 2025 - Jan 2026 Hamilton, Canada
• Designed and delivered the full curriculum for Introduction to Marketing , including tutorials and assessments for undergraduate students Focused on scenario-based learning.	
Data Scientist Shannon School of Business	Apr 2022 - Dec 2022 Sydney, NS
• Executed sentence classification experiments using Zero-Shot classification (Bart, ModernBERT) and Gemini models with batching and sample packing.	
• Architected data labeling using semantic similarity workflows to identify sentences aligned with abstract constructs, improving model recall .	
• Validated and curated high-fidelity datasets on GCP (Vertex AI) , streamlining model training for production-grade NLP applications.	
Data Scientist United For Iran	Jan 2024 - Jun 2025 San Francisco, USA
• Developed dynamic geospatial dashboards using Plotly, GeoPandas, and NetworkX for high-resolution spatial analysis of agent activity.	
• Implemented anomaly detection and behavioral clustering (K-Means, GMM), identifying user behavior.	
• Synthesized complex spatial and behavioral data into actionable technical reports for cross-functional stakeholders , translating anomaly detection findings into resource optimization strategies.	
• Spearheaded reports on asset-level trends and resource optimization utilizing infrastructure diagnostics .	

Data Research Assistant McMaster University	Dec 2024 - Jan 2025 Hamilton, Canada
• Engineered fuzzy matching workflow for disparate datasets, streamlining data for longitudinal research.	
Quant Developer Quant Team	Oct 2020 - Dec 2020 Tehran, Iran
• Automated large-scale data ingestion and cleaning for panel datasets to ensure data integrity. • Developed risk models utilizing Sharpe ratio, VaR, and Drawdown metrics. • Implemented arbitrage strategies, Monte Carlo backtesting, and grid strategy for high frequency trading models.	

Skills

Econometrics: Causal Inference (Hypothesis Testing, Diff-in-Diff, Matching, RDD, IV, Decision Trees), Statistical modeling, A/B Testing.

AI/NLP: Prompt Engineering (RAG, Variable injection, Batching, sample packing, etc.), Text Mining, Semantic Similarity, Agentic AI (LangGraph, AutoGen, Pydantic).

Machine Learning: Scikit-learn, TensorFlow, XGBoost, Decision Trees, LLM-based classification.

Programming Languages/Software: Python (nltk, Pandas, NumPy, SciPy), R (Data.table, Tidyverse), SQL, Stata.

Cloud/DevOps: GCP (Compute Engine VM, Vertex AI), Git, Docker, PySpark.

Web/Extraction: Web Scraping (Selenium, BeautifulSoup, Proxy Management), Regex.

Conferences And Publications

Theory and Practice of Marketing (TPM) Conference, Austin, TX - Presented 2024

DeGroote Marketing Brown Bag Lunch (BBL) Seminar, Hamilton, ON - Presented 2024.

AMS Conference and Doctoral Symposium, Montreal, QC - Attendance 2025.

ET Symposium for Canadian Marketing Strategy, University of Guelph, ON - Attendance 2025.

Canadian Conference for Business Research Students (CCBRS): AI Horizons: Shaping the Future of Business Research Collaboration., Hamilton, ON - Presented poster 2025

Honors and Awards

DeGroote Distinguished Student Award; \$7,500 (2022–2025).

Ph.D. Office (DSB) Scholarship, McMaster University — \$45,000 (2022–2025).

DeGroote Supervisor Student Support; \$10,300 (2022–2025).

University of Tehran; Hami Scholorship for Distinguished Students (2019-2020).