

# Shayan Gheidi, PhD (Canadian Citizen)

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## Education

- **PhD Physics**, Simon Fraser University, Canada (2022)
- **MSc Physics**, University of Toronto, Canada (2017)
- **BSc Physics**, University of British Columbia, Canada (2016)

## Work Experience

- **Associate Data Scientist**, May 2022 – December 2024  
**Euromonitor International**, Chicago, IL, USA (TN Visa)
  - Trained, tested, monitored, and built machine learning models (NER & logistic regression) to improve metrics (precision and recall) by up to 30%,
  - Built Python web app that allowed TBs of data stored on PostgreSQL to be labeled by staff. Improved ML model performance metrics by up to 15% and reduced labeling time by 50%,
  - Used Python/SQL/BigQuery to calculate annual “digital share of shelf” report of pricing, nutrition and availability of millions of products in over 40 countries. Sophisticated interpolation, outlier detection, smoothing algorithms were implemented. Results were sold to subscribers,
  - Developed and scaled a fully featured Python web app with a custom database (BigQuery and PostgreSQL), providing users with detailed statistical analysis on millions of products that staff used to write and sell reports.
- **PhD Researcher**, 2017 – 2022  
**Department of Physics, Simon Fraser University**, Vancouver, BC, Canada
  - Analysis, fitting, statistical and computational modelling, visualization, simulation, regression of spectrometer data. Building Python software to perform statistical analysis and regression,
  - Co-supervised undergrad students, award winning talks and conferences, published 5 peer-reviewed papers, received Faculty of Science Excellence in Teaching Award.

## Skills

- **Programming**: Python (pandas, SciPy, Matplotlib, TensorFlow, Dash, scikit-learn), SQL, Jupyter, PostgreSQL, R
- **Cloud/Tools**: Google Cloud Platform (GCP), BigQuery, Cloud Run, AWS (Lambda, EC2, ECS, ECR), Docker, Git, CI/CD, Tableau, Power BI, Excel
- **Quantitative**: Machine learning, regression, exploratory data analysis, statistical analysis, modelling, data visualization, analytics, forecasting, time series, web-scraping, dashboards, NLP, A/B testing, LLMs, web dev
- **Other**: Excellent written, verbal communication and interpersonal/social skills.

## Certificates & Personal Projects

- Machine Learning with Python (IBM, Coursera)
- [1-800 Slowed & Reverb](#): A moody music processing web application written in Python (Dash, Scipy, Numpy), deployed to Google Cloud Run via Dockerfile + GitHub.