

# Shivam Badkas

+1 (647)-636-8628 • shivambadkas@gmail.com • www.shivambadkas.com

## EXPERIENCE

### Liferoll Inc

Jun 2020 – Present

#### Data Analyst

Toronto, ON

- Led development of product analytics dashboard on Asana to provide detailed data insights that were used to create reports and present to executive stakeholders
- Supported founders in designing operational model for how app would be maintained in production taking into consideration service level agreements, KPIs, defect management, and releasing of new features
- Created event tracking graphs, funnels, & models on MixPanel to visualise metadata from ~600 test clients
- Designed and analysed experiments to validate hypothesis for product to improve user engagement and retention
- Collaborated closely with the engineering team on data ingestion and model design, and assumed a leadership role in modelling complex datasets for visualisation projects as necessary
- Plotted and analysed trends to better understand user experience, diagnose flaws of tracking framework, and create list of recommended events to track to gain critical insight into fundamental drivers of user behaviours
- Investigated production user incident/defects based on priority using data driven approach to determine root cause
- Worked with engineers to ensure integrity of data pipeline, coordinated task backlog across stack to correctly track analytics events and assisted in developing technical API documentation
- Prepared experiments around 'group games' feature and optimised results to incentivise group chat activity doubling stickiness (DAU/MAU) from 16% to 28%
- A/B tested 'group rolls' feature improving user engagement by 13% which drove overall user retention by \*1.09, feature came to be fundamentally core to the product
- Added 'topics' feature to improve user engagement by 11% which drove overall weekly user retention by 6%

### Stony Brook University, Shah Lab

Jun 2018 - Sept 2018

#### Research Assistant

Stony Brook, NY

- Co-authored "Comprehensive investigation of forelimb kinematics during overground locomotion in non-injured rats"
- Conducted extensive testing on live rat models to establish performance benchmarks for future treatment comparison
- Initiated and organised events for faculty and lab to help foster an inclusive and positive work environment

## EDUCATION

University of Toronto | Honours BSc. Double Major in Statistics and Global Health

Class of 2020

**Vice-President, Vegan Club:** Leader of a student group with 14 executive members and 1000+ general members

## PROJECTS

**Prediction of Medical Insurance Charges by Regression:** Predicted medical insurance costs of families by multiple predictors using linear regression, L1 and L2 regularisation using ridge and lasso regression, and random forest regressor

**Feature Selection for Diagnosis:** Using tumour dataset; determined which predictors were significant using visualisations, recursive random forests, SelectKBest, Recursive Feature Elimination, then used PCA for feature extraction

**Classification of Disease using sklearn and pandas:** Used Decision Trees, Logistic Regression, K-NN, and Random Forests to classify presence of disease. Used train\_test\_split to separate training data and used ROC curve/AUC to evaluate models

**Dimensionality Reduction using PCA and t-SNE:** Standardised image dataset and used PCA to find number of principal components that explain variance, then used t-SNE to visualise how local structure is preserved

## SKILLS

- **Data Science:** HTML/CSS, Python (sklearn, pandas, numpy), C++, MySQL, BigQuery, R, ggplot, dplyr, INLA
- **Technologies:** AWS, Git, Excel, Amplitude, Unix, Jupyter, Tableau, PowerBI
- **Certifications:** Google Data Analytics Professional