

EDUCATION	<b>Duke University</b> , Durham, NC PhD in Quantitative Marketing, CGPA: 3.92/4.00 2020-present  <b>Columbia University</b> , New York City, NY Master of Science in Operations Research, CGPA: 3.70/4.00 2018-2020  <b>Indian Institute of Technology Kanpur</b> , Kanpur, India B.Tech in Electrical Engineering (Minor in Algorithms), CGPA: 8.95/10.00 2012-2016
RESEARCH INTERESTS	<b>Substantive:</b> Marketplaces, Privacy, Advertising, Sustainable consumption. <b>Methodological:</b> Structural Econometrics, Analytical Modeling, Causal Inference
PUBLICATIONS	<b>Robust Importance Weighting for Covariate Shift.</b> (with Henry Lam and Fengpei Li) Proceedings of the Twenty Third International Conference on Artificial Intelligence and Statistics, PMLR 108:352-362, 2020.
WORKING PAPERS	<b>Sustainable consumption: A strategic analysis.</b> (Wilfred Amaldoss) - Inform optimal price and firm investment in a competitive market for sustainable products, where consumers have heterogeneous preferences for sustainability. - Understand how prices, profits, consumer surplus change with consumer preferences.
WORKS IN PROGRESS	<b>Optimizing quality scores in marketplace product rankings.</b> (Carl Mela & Hana Choi) - Optimize the quality score algorithm in sponsored advertising for an online retailer to maximize total revenue from advertising (clicks) and orders (sales). - Estimate a structural model to predict demand and supply side behaviour, and use counterfactual policy simulations to optimize quality scores.  <b>Information and Privacy in Display Ads</b> (Carl Mela & Srinivas Tunuguntla) - Measure the value of consumer information to advertisers by conducting a bidding experiment where advertisers' information structures are manipulated. - Understand impact of privacy policies to stakeholders in ad ecosystem through counterfactuals.
AWARDS AND HONORS	Institute for Marketing Science Doctoral Consortium Fellow 2022 Columbia University, Shardashish Interschool Fellowship 2018 Honda Foundation, Honda Young Engineer and Scientist Award 2014 IIT Kanpur, Academic Excellence Award 2013
RELEVANT COURSEWORK	<b>Econometrics:</b> Causal Inference & Treatment Effects (PhD), Econometric Theory (PhD), Structural Econometrics (PhD), Causal Inference (PhD), Dynamic Discrete Choice (PhD).  <b>Theoretical:</b> Industrial Organization Theory (PhD), Microeconomic Theory (PhD), Stochastic Models sequence (PhD), Optimization Models sequence (PhD), Real Analysis.  <b>Analytics:</b> Algorithms for Machine Learning, Statistical Techniques in Datamining, Bayesian Models for ML, Optimization for ML, Supply Chain Analytics.
PROFESSIONAL EXPERIENCE	<b>IBM Research Labs</b> , <i>Research Intern</i> , Armonk, NY Summer 2020 <b>American Express</b> , <i>Risk Data Analyst</i> , Gurugram, India 2016-2018 <b>iRageCapital Advisory Pvt. Ltd.</b> , <i>Quant Strategist Intern</i> , Mumbai, India Summer 2015 <b>École Normale Supérieure</b> , <i>Software Research Intern</i> , Paris, France Summer 2014
SKILLS	Python, Matlab, Mathematica, Stata, C, SAS, SQL, R, L <sup>A</sup> T <sub>E</sub> X