

Satvik Beri

Education

University of California-Berkeley: B.A. (Honors) & MA Curriculum, Mathematics, major GPA: 3.8

Languages

SQL, SAS (base, enterprise guide, JMP), Python (numpy, scipy, scikit-learn, pandas)

Jobs

VP, Systems & Decision Sciences, Fundation, New York, NY *Oct. 2013 – Oct. 2014*

- Created a “human-in-the-loop” system using machine learning algorithms (Logistic Regression, SVMs, Decision Forests) for risk assessment, which had previously been mostly manual. In particular, this significantly reduced response time for the highest-value, lowest-risk leads, increasing their conversion rate by about 20%
- Created a general, automated data & analytics infrastructure that took in more than twelve data sources. Started with scattered text files, ended with a normalized SQL database & automated data cleaning
- Created a direct mail response model, tripling volume while increasing RoI by 30%. This alone was worth several hundred thousand dollars for the company
- Found several risk indicators not used in manual process and systematized these, resulting in a 10% improvement across risk measures
- Sped up software development by 15% across the company, due to having a normalized data model that simplified queries and prevented many classes of bugs
- Reduced average response time for business questions from 3 days to 2 hours. This led to significantly more use of data-driven decision-making across the company

Analytic Engineer/Product Manager, Lattice Engines, Boston, MA *Sept. 2011 – Sept. 2013*

- Led the technical implementation of Predictive Lead Scoring—a machine learning product for enterprise marketing which is now the company’s flagship product. Interviewed customers, created the initial product spec, wrote all the original Machine Learning and analytics code, and helped in the sale of the first prototype
- Completed a 14-week machine learning deployment in 6 weeks, improving enterprise sales for customer by 8%. Then standardized the process across the company
- As product manager, was responsible for making machine learning software usable by enterprise sales people. Made significant changes to the analytics UI, which were initially strongly opposed by internal teams, but had strong positive reception once released

Risk Analyst, Citigroup, Wilmington, DE

Oct. 2010 – September 2011

- Data mining and reporting using SQL, SAS and SAS products, and Excel tools including pivot tables and macros
- Automated and refactored most of the reporting codebase, saving 15 FTEs of work and over \$3MM/year

Database Analyst, Tea Collection, San Francisco, CA

October 2008 – May 2009

- Created and implemented B2B analytics process, coordinating a team from sales, marketing, finance, IT, and external partners. Recovered more than \$850,000 at risk of charge-off and established an accurate, integrated CRM database. Reduced data errors by 75%

Projects

SendWave, May 2015 – December 2015

- Built an accounting system to handle money transfers from and to several different currencies. Automated reports and reconciliation, which historically took 3+ weeks to prepare each quarter. Automation let Wave get daily feedback on their business, save several man-months of developer time on accounting work, and made fundraising easier by enabling detailed financial reports

Critical Value, Oct 2014– May 2015

- Built software to make experimental psychology research up to 50x faster, including automating participant recruitment and statistical analysis. Created some products as an application, including Consumers Up Close, a tool for early-stage market research