



- Ran a UI experiment testing the how different ad disclosures affected the performance of Yelp ads.
- Worked on a machine learning experiment to extend “memory” and its affects on Yelp ad performance.
- Ran an experiment measuring the effect of adding a delivery button to Yelp search ads.

Key Achievement

Gained a better understanding of running, documenting and communicating experiment results.

My understanding of how the whole experiment process evolved as I wrote results for previous experiments and as I ran my own experiments.

Conducting experiments helped me gain an appreciation for the scientific method and foster my communication skills.

What I Learned

- Communicating through Writing in a Company
- Python
- SQL Queries
- Experiment Design and Analysis
- Machine Learning Algorithms
- Service Oriented Architectures

Connection to UCSD

Techniques Used from UCSD:

- Adapted to different and new programming languages.
- Understanding of a project dynamic from CSE 110.
- Knowing the purpose of project specs.

Skills Applied from UCSD:

- Effective communication with peers about technical subjects.
- Communicating more in-depth topics through writing.

Experience from Yelp to be applied at UCSD:

- Quickly adapting and learning about complex systems.
- High level and technical project planning.
- Better code comprehension skills.
- Increased experience with software team dynamics.