

# Yanou Ramon

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*Particularly interested in using predictive analytics to study human behavior and preferences, with the goal of improving decision-making in business (e.g., behavioral advertising or consumer retention), or improving the lives of people in general (e.g., through healthcare innovations).*

<b>Languages</b>	Dutch (native), English, French
<b>Programming</b>	Python, Matlab, R, SQL
<b>Technical Skills</b>	Relational databases, Cloud computing (e.g. AWS EC2)
<b>Data Analysis</b>	<b>Predictive Modeling:</b> Data Exploration, Visualisation, Preprocessing, Supervised Machine Learning (e.g. SVM), Evaluation & Model Interpretability <b>Statistical Methods:</b> Survey design (e.g. Qualtrics), Inferential statistics (e.g. regression), Choice modeling (e.g. Hierarchical Bayes)

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## EDUCATION

Oct '18 – present	<b>Ph.D. Fellowship – Research Foundation Flanders</b> Applied Data Mining, University of Antwerp Supervisor: Prof. David Martens <ul style="list-style-type: none"> <li>➤ Designed explanation methods to better understand decisions of prediction models trained on big behavior and text data</li> <li>➤ Implemented explainer objects in Python (open-source code on Github)</li> </ul>
Oct '16 – June '18	<b>M.Sc. in Business Engineering (Finance)</b> University of Antwerp, great distinction (80/100) <ul style="list-style-type: none"> <li>➤ Major: European &amp; International Business</li> <li>➤ Fall semester '17: Toulouse School of Management (France)</li> <li>➤ July '16: Summer school Washington DC (US)</li> </ul>
Oct '13 – June '16	<b>B.Sc. in Business Engineering</b> University of Antwerp, great distinction (78/100)

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## WORK EXPERIENCE

Oct '19 – present	<b>Organizer Summer School 'American Business' (Washington DC)</b>
Oct '18 – present	<b>Teaching Assistant</b> <ul style="list-style-type: none"> <li>➤ Data Mining, Ethics in Data Science, and Data Engineering</li> <li>➤ Designed Python tutorials and organized Data Science Challenge</li> </ul>

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## PUBLICATIONS & CONFERENCES

<b>Publications</b>	Sofie De Cnudde, <b>Yanou Ramon</b> , David Martens, Foster Provost. Deep Learning on Big, Sparse, Behavioral Data. <i>Big Data</i> , 7(4), p.286-307, 2019. Available <a href="#">online</a> .  <b>Yanou Ramon</b> , David Martens, Foster Provost, Theodoros Evgeniou. A comparison of instance-level explanation algorithms for behavioral and textual data: SEDC, LIME-C and SHAP-C. <i>Advances in Data Analysis and Classification</i> , 2020. Available <a href="#">online</a> .
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September '21

**Yanou Ramon**, David Martens, Theodoros Evgeniou, Stiene Praet. Can metafeatures help improve explanations of prediction models when using behavioral and textual data? *Machine Learning*, 2021. Available [online](#).

## Conferences

**Yanou Ramon**, David Martens. Comparative study of instance-level explanations for big data. *EURO Conference*, Dublin, Ireland, June '19.

**Yanou Ramon**, David Martens. Instance-based explanations: motivation, overview, and the evidence counterfactual approach. European Conference on Data Analysis, Bayreuth, Germany, March '19.

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## AWARDS & RECOGNITION

Oct '20

### Winner of Best Paper Award and a €1,000 Prize

- Doctoral Day, Faculty of Business & Economics, University of Antwerp
- Selected out of 41 submitted papers
- *Increasing Global Understanding of Prediction Models on Behavior Data*

May '18

### Next Generation Women Leaders Event by McKinsey & Company (Paris)

- One of 200 participants selected worldwide to join a 3-day event filled with inspirational talks on leadership, solving case studies, and networking

Nov '17 – present

### Member of Beta Gamma Sigma Society – “Best in Business”

- Honor of academic excellence for top business students

Oct '16 – May '18

### Junior Management Program

Faculty of Business & Economics, University of Antwerp

- One of 25 students selected by the Dean based on academic achievements
- Enhanced soft-skills and developed professional goals in a series of workshops

Dec '16

### Finalist Data Science Challenge

- Developed credit scoring tool in Matlab for professional loans at AXA insurance

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## ACTIVITIES & SERVICE

### Program Committee & Invited Talk

Workshop on Advances in Interpretable ML and AI (CIKM online), Oct '20  
*Comparison of Algorithms for Explaining Prediction Models on Behavior Data*

### Invited Talk

LenddoEFL Knowledge Sharing, New York City, Oct '19  
*Counterfactual Explanations for Models on Behavior and Textual*

### Blogpost

KDnuggets, May '20  
*Evidence Counterfactuals for Explaining Models on Big Data*

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## PERSONAL INTERESTS

### Hobbies

Field hockey ('10-'12: National team), running, yoga, skiing

### Ambitions

Democratize (ethical) Artificial Intelligence  
Advocate for data-driven decision-making in companies and government  
Inspire more women to pursue a career in technology & engineering  
Teach children programming & problem-solving skills at an early age