

Yash Shah

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EDUCATION

Columbia University in the City of New York

- Master of Science in Operations Research, **GPA : 4.03/4.00**
- Business Analytics, Data Analytics, Demand and Supply Analytics, Applied Consulting, Introduction to Financial Engineering, Stochastic Models, Optimization Methods and Models, Simulation

New York, NY
Sep 2016 – Dec 2017

Veermata Jijabai Technological Institute (VJTI), University of Mumbai

- Bachelor of Technology, GPA: 8.7/10.0

Mumbai, India
Jul 2011 – May 2015

PROFESSIONAL EXPERIENCE

Meta, Data Scientist – Facebook for Commerce/ Monetization

New York City, NY
May 2022 - Present

Shops Ads Reconsideration – Help engaged users reconsider purchases to drive advertiser value

- Lead experimentation and measurement strategy for a 0→1 product
- Designed data-driven product strategy through multiple sizing analyses to prioritize engg resources, recommending goal metrics and team success criteria
- Built a deep learning notification targeting model to target high intent users with shopping notifications

Amazon, Data Scientist 2 - Trans Initiatives

Seattle, WA

Aug 2020 – May 2022

Volume and Capacity Planning

- Built a optimization model to determine feasible network allocations subject to capacities and constraints
- Built and deployed machine learning GBT model to predict potential errors in planned volumes
- Developed a risk mitigation tool to evaluate feasibility of proposed warehouse and transport plans.
- Designed and deployed a forecasting model to predict the ratio of processed packages to shipped packages

Visa inc, Data Scientist – Digital Products, Credit Modeling, Consumer Behavior - Predictive Products

San Francisco, CA
Feb 2018 – Aug 2020

Global Travel Destination Prediction

- Built a deep learning neural network using Keras to predict the likelihood of a cardholder traveling to a given city
- Deployed and productionalized using Scala Spark to score 1.2 Billion cards globally

E-commerce propensity

- Developed a RNN + PCA based approach to identify e-commerce behaviors and predict cardholder growth propensity

Credit Risk – Small Businesses

- Predict enterprise credit worthiness by leveraging visa transaction and customer data
- Normalization algorithm to control for industry – geography effects for scalable deployment

Predictive Portfolio Management – Enabling Machine Learning Driven Strategic Decisions

- Enabled proactive benchmarking and anticipative prescriptive actions to inform and improve product strategy
- Designed and built an end-to-end Machine Learning model ecosystem to predict across adoption and sustainability KPIs with a What-if scenario engine (Scikit and Flask) using KNN based unsupervised learning

Artificial Intelligence – Establishing an enterprise AI practice and Deep Learning Centre of Excellence

- Designed an AI strategy, platform ecosystem and conceptual architecture to develop an end-to-end AI practice

Visa inc, Intern – Advanced Analytics, Digital Products – Visa Checkout

San Francisco, CA
May 2017 – Aug 2017
New York, NY
Sep 2017 – Dec 2017

Optimizing User Experience For An E-commerce Payment Solution

- Deep Learning Neural Networks and Regression analysis using **Python** to shape integration characteristics
- Devised a Machine Learning based growth hacking algorithm to help evaluate the impact of strategic decisions

Ameriprise Financial, Student Consultant

New York, NY
Jan 2017 – May 2017

- Developed a machine learning algorithm using KNN, Kernel Regressions, Linear Models to analyze mortality

KPMG , Business Intelligence Analyst (Management Consulting), Data and Analytics

Mumbai, India
Jun 2015 – Jun 2016

Financial Operations And Business Performance Management Using Data Analytics

- Devised an automated data framework with workflows for dealer compensation and financial management
- Improved frequency, audit-worthiness, and veracity of dealer payouts and financial reporting

Business Development

- Designed first-approach presentations and proof of concepts incorporating solution offerings and capabilities
- Collaborated with the strategy team for overhauling the KPMG Reporting and Analytics Framework

JSW Steel, Summer Intern

Pan India
May 2014 – Jul 2014

- Conducted market trend analysis to forecast steel consumption patterns in the automobile sector

SKILLS & CONFERENCES

CONCEPTS

Deep Learning, Machine Learning, Data-driven Strategy, ETL, Statistical and data analysis

PROGRAMMING

Python, R, SQL, Hive, Spark, Keras, Scala. Familiar with TensorFlow, MATLAB, C, C++, Base SAS, Hadoop

SOFTWARE

Microsoft Excel, IBM Cognos TM1, Tableau, SAS Visual Analytics, SAS Visual Statistics

CONFERENCE

Speaker at ODSC East AI summit. Topic – “Building a successful AI practice”