HARSHRAJ JADEJA

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PROFILE

- Seasoned Data Scientist with more than 6 years of professional experience across various industries, including Retail, Telecom, Healthcare, E-Commerce, and Consumer Product Goods
- **Skills**: Python (Pandas, NumPy, SciPy, NLTK, scikit-learn, Matplotlib, Selenium), SQL, R, Tableau, ThoughtSpot, Snowflake, SAS EM, GCP, Hadoop, Hive, Presto, DataRobot, PyCharm, Jupyter, Git, TensorFlow, Keras, MLOps, Spark, PyTorch, PySpark, Microsoft Excel, @RISK, Salesforce, SAP, Statistics, Data Wrangling, Unstructured Data Analysis, Deep Learning, Data Mining
- **Certifications**: Certified Analytics Professional: INFORMS, AWS Certified Cloud Practitioner, Azure Fundamentals (AZ-900), Operations Research with SAS Optimization, Advanced SQL: HackerRank, Tableau Desktop Specialist

EDUCATION

Purdue University, Daniels School of Business — **West Lafayette, IN**
Master of Science, Business Analytics and Information Management (STEM), GPA: 3.5/4.0 — **Aug 2024**

Vellore Institute of Technology — **Vellore, India**
Bachelor of Technology, Mechanical Engineering (STEM), GPA: 3.9/4.0 — **Jul 2019**

PROFESSIONAL EXPERIENCE

The Home Depot — **West Lafayette, IN**
Senior Marketing Analyst, Marketing Measurement — **Sep 2024 – Present**

- Leveraged Data Clean Rooms to harness first-party data for audience activation, attribution modeling, and marketing measurement for campaigns with major suppliers across platforms like Meta, Pinterest, and Disney.
- Designed incrementality frameworks to validate whether retail media campaigns drove net-new customers and sales.
- Enabled suppliers to co-mingle their 1P data with THD data, delivering deeper customer insights, incrementality measurement, and improved ROI on media investments.

Krenicki Research Center, Purdue University — **West Lafayette, IN**
Lead Data Scientist — **Sep 2023 – Aug 2024**

- **Eli Lilly and Company**: Modeled stakeholder influence within pharmaceutical markets using Bayesian Network simulation (Bayesian Inference), providing insights for effective resource allocation and market strategy development.
- **Causal Inference for Hedonic Products**: Employed A/B testing, Synthetic Control, Difference-in-Differences, & Regression to evaluate causal inference of minimum wage policy changes on consumer (Nielsen's Customer Panel dataset) purchasing behavior.

Meijer, Inc. — **West Lafayette, IN**
Data Scientist (Capstone) — **Jan 2024 – Apr 2024**

- Developed a real estate forecasting framework for daily store visits by leveraging predictive modeling (XGBoost Regressor) and integrating web-scraped market data with existing datasets, achieving a MAPE of 13%, thus enabling strategic location decisions.

Mu Sigma, Inc. — **Bangalore, India**
Project Manager — **Jul 2019 – Jun 2023**

- Managed a team of 8 data scientists, overseeing stakeholder management, cross-functional collaboration, and solution delivery in agile environment for a telecom clientele, generating $1.5 million in annual revenue through effective project management.
- Led a business intelligence marketing initiative for a Fortune 100 sports retailer, enhancing audience selection for sneaker promotional campaigns, by leveraging consumer engagement metrics from livestreams, resulting in 14% rise in conversion rates.

Decision Scientist

- Utilized Wilkerson's methodology for validating lung cancer subtype classification using Nearest Template Prediction (NTP) & Consensus Clustering on gene expression datasets, classifying unseen genomic datasets with an accuracy of 88%.
- Developed a predictive Fraud-Detection framework combining Time Series Analysis, Rule-Based Heuristics, and K-means Clustering (cluster analysis), enabling a Fortune 100 telecom client to identify and eliminate 50% of fraudulent clone accounts in their network, thus preventing an annual revenue loss of approximately $7 million.
- Determined cost to serve at different phases of the supply chain for a Fortune 1 retail client, targeting product fulfillment and optimization. This enabled the client's 'Every Day Low Price' strategy and identified potential savings of over $40 million.

GE Healthcare — **Bangalore, India**
Project Trainee — **Jan 2019 – Jul 2019**

- Performed root cause analysis using exploratory data analysis to identify trends and monitor the entire assembly process, resulting in a 20% reduction in focal spot defects for a specific X-Ray tube model.

RESEARCH PROJECTS

- **Gen-AI Text Detection**: Leveraged BERT (LLM) to distinguish AI-generated texts from human-written texts in a Kaggle competition, using datasets from Mistral AI (to train the model) and achieving 72% training and 58% testing accuracy.
- **Cryptocurrency Price Prediction**: Developed a Bidirectional LSTM neural network model for predicting next-day closing prices with a MAPE of 19% and built a dynamic portfolio optimization algorithm incorporating profit-taking and stop-loss strategies.
- **Airbnb Super-host Prediction**: Forecasted Airbnb 'Super-host' status in Chicago with an 84% accuracy using Logistic Regression and assessed potential returns on investment employing the Herfindahl Index for strategic investment insights.