

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 <i>Master of Science, Business Analytics and Information Management (STEM), GPA: 3.5/4.0</i>	West Lafayette, IN Aug 2024
Vellore Institute of Technology <i>Bachelor of Technology, Mechanical Engineering (STEM), GPA: 3.9/4.0</i>	Vellore, India Jul 2019

PROFESSIONAL EXPERIENCE

The Home Depot Senior Marketing Analyst, Marketing Measurement	Miami, FL Sep 2024 – Present
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- 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 IP data with THD data, delivering deeper customer insights, incrementality measurement, and improved ROI on media investments.

Krenicki Research Center, Purdue University Lead Data Scientist	West Lafayette, IN Sep 2023 – Aug 2024
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- 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. Data Scientist (Capstone)	West Lafayette, IN Jan 2024 – Apr 2024
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- 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. Project Manager	Bangalore, India Jul 2019 – Jun 2023
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- 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 Project Trainee	Bangalore, India Jan 2019 – Jul 2019
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- 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.