HURSH DESAI

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SKILLS & ACCOMPLISHMENT

Portfolio: hursh-desai.github.io
Certificates: Google Cloud Professional Data Engineer, Google Analytics IQ, Google Ads Search
Technical Skills: Python · SQL · Azure · GCP · AWS · Databricks · PyTorch · Swift · PySpark · Langchain

PROFESSIONAL EXPERIENCE

Data Analyst/Engineer Consultant (Kin + Carta) *Dec 2021 – Present*
- Integrated DALL-E and GPT-4 into a novel marketing platform, enabling clients to explore past campaign performance via natural language conversations and generate tailored marketing content, covering the full marketing lifecycle.
- Developed a GPT-4V data pipeline to extract ad image metadata, boosting campaign data quality and insight depth.
- Engineered SQL data structures to serve as foundational data sources for Power BI dashboards enabling executive-level insights into client dynamics, scheduling efficiency, and sales performance for a veterinary association.
- Spearheaded global pricing strategies, formulating recommendations that could generate upwards of $60M+ revenue.
- Built a CI/CD framework within Databricks, facilitating cross-functional code sharing and laying the foundation for future development of in-house libraries.

Data Science Research Assistant | Money in Politics (NYU Stern School of Business) *Sept 2019 – Feb 2020*
- Made ETL pipelines using SQL to analyze 16.4 million rows of political contribution data from the DIME database
- Visualized relationships in Tableau between contributor demographics and political contributions from 1979 to 2014

Data Engineer Intern (Botfactory) *June 2019 – Aug 2019*
- Utilized Odoo's ORM API to automate SQL queries to pull, store, and manipulate inventory & manufacturing data
- Garnered a 3x increase in manufacturing efficiency by visualizing data in a dynamic front end manufacturing scheduler

Data Analyst Intern (Peblio) *June 2019 – Aug 2019*
- Communicated concrete recommendations that led to a 20% increased use of unpopular site features by creating click-level KPI trackers & dashboards on Google Analytics to monitor student and teacher preferences
- Developed long term customer acquisition and retention strategies by analyzing daily customer conversion and spend trends in Google Analytics to identify potential untapped customer targets and acquisition channels

PROJECTS

Web App (Bet.Net) *May 2020 – October 2020*
- Built out scalable backend and frontend for platform where users can make and track bets with each other for any imaginable event; deployed to the web with continuous delivery pipeline on Heroku
- Fully featured user content lifecycle process set up using backend development tools such as Flask and PostgreSQL

Interactive Visualizer (RoboSimP) *Feb 2020 – May 2020*
- Developed an interactive tool to visualize how a robo-trading algorithm can inform long and short stock positions

Machine Learning Researcher (Undergraduate Research) *Sept 2019 – Feb 2020*
- Leveraged machine learning tools to match web-scraped biographical data for more than 90,000 US scientists and their parents with census records to analyze the influence of immigration on career outcomes and invention

Predictive Customer Behavior Modeling (HSBC Hackathon) *Apr 2019 – May 2019*
- Used Pandas and NumPy to transform unstructured customer data (both categorical and numerical features) regarding personal transactions, and then Pytorch to predict the binary probability of a new customer buying an HSBC product

EDUCATION

New York University, Leonard N. Stern School of Business **New York, NY**
Bachelor of Science in Business and Political Economy *May 2021*
- **Relevant Coursework:** Econometrics, Machine Learning, Regression & Multivariate Data Analysis
- **Study Abroad:** London, UK (Fall 2018) & Shanghai, CN (Spring 2019)

INTERESTS

Video Editing (Davinci) · Graphic Design (Photoshop) · Interdisciplinary Research · Smart Contract Dev. · Agentic AI