

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 · R · Tableau · Airflow · [GCP](#) · AWS · SQL · [Bigquery](#) · PyTorch · JavaScript · Flask
ETL · Schema Design · Deep Learning · Streaming/Batch Data Management · Web Development

PROFESSIONAL EXPERIENCE

Data Science Research Assistant | Money in Politics (NYU Stern School of Business) *Sept 2019 – Feb 2020*

- Created 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

Data Analysis (Stock Market Data Visualization) *Jan 2018 – Feb 2018*

- Used Pandas, Seaborn, & Matplotlib to model stock ticker data (prices, returns, risk and variability) and further understand the value of Monte Carlo simulation, confidence intervals, heat maps, and correlation charts

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
- Received Most Efficient Code Award

EDUCATION

New York University, Leonard N. Stern School of Business

Bachelor of Science

- **Relevant Coursework:** Econometrics, Machine Learning, Regression & Multivariate Data Analysis
- **Study Abroad:** London, UK (Fall 2018) and Shanghai, CN (Spring 2019)

Milpitas High School

- **GPA:** 4.1 | **SAT:** 1490/1600 | **Activities:** Baseball Team Captain, 180+ Volunteer Hours

New York, NY

May 2021

Milpitas, CA

Class of 2017

INTERESTS

- **Interests:** Music Production (Ableton) · Video Editing (Davinci) · Graphic Design (Photoshop) · E-Newsletters