

ANIRBAN BHATTACHARYYA

DATA SCIENTIST 📍 SAN JOSE, 95133, UNITED STATES 📞 2244098589

◦ DETAILS ◦

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◦ LINKS ◦

[LinkedIn](#)

[Github](#)

◦ SKILLS ◦

SQL

R

Python

A/B Testing

Machine Learning

Data Visualization

Data Engineering

👤 PROFILE

Seasoned data scientist with 10 years of experience in companies like American Express, eBay and Google. Graduated with a Masters in Analytics from Northwestern University in 2014 and currently working as a Senior Data Scientist at Pinterest

📁 EMPLOYMENT HISTORY

Senior Data Scientist at Pinterest, San Francisco

July 2022

- Built an automated framework to analyze the performance of Creator Rewards program - a program aimed to incentivize creators to create more content on Pinterest.
- Developed the experimental design plan to launch experiments to understand the incremental impact of fresh content on Pinterest. Analyzed the experiments to quantify the value of fresh content and shared leanings with cross-functional teams.

Senior Data Scientist at Dropbox, San Francisco

September 2021 — June 2022

- Analyzed the impact of key team attributes which influence Trial to Purchase conversion rates for Dropbox Team trials
- Designed and analyzed experiments to improve retention and Trial to Purchase conversion rates for Dropbox Teams and Individual products
- Worked with PMs and Engineers to incorporate actionable recommendations based on my analysis into the Product road map

Quantitative Analyst at Google, Mountain View

May 2018 — September 2021

- Analyzed the impact of paid digital marketing campaigns for Google Assistant using techniques like causal inference
- Developed data pipelines and executive level dashboards to track key metrics and measure performance of campaigns against targets
- Leveraged insights on Assistant usage across different user segments to influence strategy around digital marketing campaigns
- Designed A/B experiments to analyze the impact and effectiveness of marketing emails on Assistant adoption
- Developed a statistical model to better understand user behavioral signals indicative of long term engagement for Assistant Partner with Product and cross-functional teams to generate insights to improve user engagement and retention across different stages of Assistant funnel

Analytics Manager at eBay, San Jose

January 2015 — May 2018

- Developed analytical solutions to better balance trade off between advertising revenue and transaction revenue on eBay platform.
- Developed data pipelines and executive level dashboards to track key KPIs against targets
- Designed and analyzed A/B experiments to understand the impact of third party ads across eBay website on user behavior
- Worked with cross-functional teams to make sure we don't degrade customer experience on eBay by showing ads and at the same time meet advertising goals.

Analytics Intern at eBay, San Jose

June 2014 — September 2014

- Developing key metrics to understand user behavior across the different eBay verticals like Fashion, Collectibles, and Electronics etc.
- Comparing user behavior across different traffic sources like Direct, Email, Natural Search, SEO and different user platforms to come up with recommendations to improve user experience

Business Analyst at American Express, Gurgaon

September 2011 — April 2013

- Developed statistical models to predict which transactions on American Express cards are likely to be fraudulent.
- Reviewed fraud cases to help unearth new fraud patterns and feature engineering to improve models.

Project Engineer at Wipro Technologies, Pune

July 2007 — March 2009

- Analyzed direct mailer campaigns for a wide variety of banking products
- Measured effectiveness of a campaign by tracking and analyzing campaigns separately for 'Contact' and 'Control' groups
- Measured the incremental lift which was the difference between Contact and Control group response rates and analyzed the deviation between actual and expected campaign responses

★ INDEPENDENT PROJECTS

- Developed an SMS spam classification model using a Multinomial Naive Bayes model based with an accuracy of 97% based on Kaggle SMS Spam Collection Dataset ([Github](#))
- Developed a CNN model using transfer learning to predict dog breed based on dog images ([Github](#))
- Developed a DCGAN model to generate new human faces after training the network on celebrity human faces ([Github](#))

🎓 EDUCATION

Master of Science in Analytics, Northwestern University, Evanston

September 2013 — December 2014

Master of Science in Statistics, Indian Institute of Technology, Kanpur

July 2009 — May 2011

Bachelors in Electrical Engineering, Jadavpur University, Kolkata

July 2003 — May 2007

📄 REFERENCES

- References available upon request

⚙️ COURSES

Machine Learning, Coursera

October 2018 — November 2018

Deep Learning Nanodegree, Udacity

October 2019 — November 2019