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Education

IIT Roorkee - Integrated Dual Degree Program
B. Tech & M. Tech - Computer Science (June 2012)

Core Competencies

Languages & Tools: Python, R, Advanced SQL, VBA, Apache Airflow, Git, Tableau, Power BI

Product Strategy & Analytics: North Star Metric Design, Funnel Analysis, User Lifecycle Segmentation, User Flow Analysis, Product Telemetry, Product Flywheel, Root Cause Analysis, Statistical Analysis

Experimentation & Causal Inference: A/B Testing, Quasi-Experiment Setups, Variance Reduction, Switchback

Machine Learning & Modelling: Linear Regression, Logistic Regression, Time Series Modelling, Tree-Based Models (XGBoost, etc.), Clustering (K-means, KNN), Naive Bayes Classification, Fuzzy Matching, Recommendation Engine (Collaborative Filtering, Matrix Factorization), Monte Carlo Simulation, Artificial Neural Networks

Work Experience

Data Scientist (Tech. Lead Manager) | Meta | New York & London | Jun. 2022 - Oct. 2025

- **GenAI Adoption in Facebook App:** Spearheaded product science for content discovery and content creation features driving AI engagement across tens of millions of daily active users.
- **Conversational Commerce Growth & Efficiency (Click-to-WhatsApp Ads):** Drove a 65% YoY increase in revenue by unlocking growth levers around the awareness & acquisition phases of the product life cycle; Optimized the conversion funnel for these ads resulting in +35% lift in ad conversion efficiency.
- **Strategic Roadmap & Metric Governance:** Partnered with Product and Engineering leadership to define long-term product roadmaps, translate open-ended problem spaces into testable hypotheses, and lead metric governance.
- **Large-Scale Experimentation:** Architected complex A/B tests at scale; Established counter-metrics & guardrails

Data Scientist | Consultant for Startups | Dubai, UAE | Jan. 2022 - Jun. 2022

- Automation of invoice verification using image recognition, reducing manual review processing time by 85%.
- Prediction of time for gig workers to pick up SKUs from retail stores improving dispatch accuracy and ETA visibility.

Data Scientist (Product) | Careem | Dubai, UAE | Oct. 2020 - Jan. 2022

- Worked on the Food Delivery and Grocery Delivery products
- **Search Discovery & Conversion:** Diagnosed catalog gaps and query mismatches; Spearheaded query expansion and fallback logic that slashed Null Search rates by 40%, driving a direct lift in downstream search-to-order conversion.
- **Cross-Vertical Growth:** Architected the Multi-Service User (MSU) personalization engine to deploy context-aware acquisition, activation and reactivation campaigns that boosted adoption of Food delivery.
- **Attribution & Discovery Analytics:** Built a multi-touch attribution model and user journey mapping framework for Restaurant Discovery, pinpointing highest-converting entry points and guiding product UI placement decisions.
- **Telemetry & Event Instrumentation:** Defined tracking taxonomies and instrumented event pipelines across core delivery funnels and partnered with data engineering to establish contracts and dbt transformation models.
- **Experimentation Governance:** Standardized the end-to-end A/B testing process for consumer feature launches; Leveraged quasi-experiment designs on multiple occasions to measure the outcome of features & campaigns.

Data Scientist (Product) | Uber | Bangalore, India | Feb. 2019 - Jun. 2020

- Worked on the following products: UberLite, Call2Ride, UberBus (Shuttle)
- **Diagnostic Deep-Dives & Friction Analysis:** Formulated structured hypothesis frameworks to systematically isolate rider friction points, delivering actionable product interventions that enhanced overall trip conversion.
- **Experimentation:** Designed and evaluated large-scale A/B tests to measure the impact of new feature rollouts, ensuring robust metric defense and minimizing negative marketplace effects.
- **New User Activation (UberLite):** Overhauled the first-time rider onboarding journey on UberLite, diagnosing key drop-off bottlenecks to achieve first-trip activation rates that matched or exceeded the flagship Uber app.
- **Cancellation Reduction (UberBus):** Deconstructed the multi-stage booking and fulfillment funnel for UberBus, formulated structured hypothesis trees that significantly slashed rider and operational cancellation rates.

Senior Associate - Data Science | Sears & Kmart | Bangalore, India | Jul. 2016 - Feb. 2019

- **Demand Forecasting for New Products:** Forecasting accurate market size (to avoid Markdowns & Lost sales) of Women's wear at a product level; Built a GBM model resulting in an annualized benefit of USD 11 m
- **Member Scoring Model:** Predict probability for members to shop in a particular BU in the next 30 days where the model learns distinguishing traits of shoppers as well as key factors that drive members to shop
- **Marketing Analytics:** Optimized engagement (via Circular, Email, Digital) via campaigns through analytical deep dives based on RFM, demographics, shopping patterns; Tested for customers' sensitivity towards Key-Value-Items
- Active member of the recruitment panel (lateral hiring & campus hiring); Trained colleagues on various technologies; Core member in the creation of data lake for marketing analytics

Data Science Manager | CarDekho | Gurgaon, India | Apr. 2015 – Jul. 2016

- **Used Car Valuation Engine:** Developed a valuation engine to determine the fair market price of used cars across India; Implemented a custom log-linear modeling technique using the attributes of the vehicle
- **Recommendation Engine:** Offer personalized experience to users by using latent variables to identify the relevant used cars for: i. SRP - Listing the optimal mix of cars; ii. Recommendation - Showing the cars of the user's interest
- Set up the analytics practice for Used Car Business; Built a 5 member strong team; Actively liaisoned with business & technology teams to identify and solve problems

Analyst | Pure Play Analytics Consulting | Gurgaon, India | Jul. 2012 – Mar. 2015

- **Rate Plan Optimization:** Lower the cost of network services for a MVNO; Estimated savings of USD 1.2 mm pa.
- **Mobile Behavior Segmentation:** Developed 3-tier framework for an in depth view of user behavior for marketing
- **Account Matching:** Identified potential leads for business development by enriching the prospective client database
- **Capacity Optimization:** Objective was to identify & optimize costs towards servicing the customer requests by efficiently planning workforce capacity for an Australian Telco
- **Collection & Recovery Strategy:** End to end strategy development for credit card portfolio across segments

Achievements

- Ranked 1000 (99.7 percentile) in IIT JEE (Joint Entrance Examination)
  Ranked 1250 (99.7 percentile) in AIEEE (All India Engineering Entrance Examination)
  Ranked 1739 (99.3 percentile) in EAMCET (Engineering & Medical Common Entrance Test)
- Awardee of National Merit Scholarship Scheme from Ministry of Human Resources & Development, India