DATA SCIENTIST

NUPUR GOKHALE

Toronto, Canada

nupur2308.github.io

416 688 2194

nupur.gokhale23@gmail.com

COSSETTE MEDIA | TORONTO, CA   SEP 2020 – PRESENT
Senior Manager, Predictive Analytics
- Built marketing mix models for TELUS and Sun Life using Bayesian methods and optimization algorithm Nevergrad to provide channel level optimizations for paid media.
- Fine-tuned a deep learning model on HuggingFace to generate a sentiment score for TELUS's brand health monitoring.
- Designed geo experiments to quantify the incremental impact of media using causal inference.

KAGGLEX | TORONTO, CA   JAN 2023 – MAR 2023
Program Mentee
- Built a multi-objective recommender system in Python using e-commerce clicks, carts, and orders data.
- Pipeline included Retrieval (covisitation matrices, candidate generation, matrix factorization in Pytorch, nearest neighbors), and Ranking (XGBoost Ranker). Final competition rank was 477/2575 participants.

WOMEN IN DATA SCIENCE | TORONTO, CA   AUG 2022
Datathon Participant
- Built a model to predict building energy consumption using historical buildings data provided by Climate Change AI (CCAI) and Berkeley Lab.
- Utilized frameworks such as missing value imputation, data visualization, exploratory analysis, feature generation and selection, cross-validation, SHAP, Catboost regression model.

SPARK FOUNDRY | NEW YORK, US   JUL 2018 – DEC 2019
Analytics Manager
- Tripled ROI (32.6 in 2019 vs 10.3 in 2018) of Citibank's Deposits Acquisition campaigns by building the ETL infrastructure and dashboards in Datorama that showed media-attributed account funding.
- Developed Path to Conversion analyses in Bigquery SQL to optimize media targeting.
- Led quarterly business reviews, formulated data solutions and presented actionable findings to clients.

PUBLICIS | NEW YORK, US   JUN 2015 – JUN 2018
Senior Analyst
- Developed multi-channel campaign reports to understand media impact on business outcomes.
- Used Google Analytics to improve website performance on bounty.com (19% increase in coupon CTR and 12% decrease in bounce rate).

SYRACUSE UNIVERSITY, SYRACUSE, US   2013 – 2015
Master in Business Administration, Marketing

MUMBAI UNIVERSITY, MUMBAI, INDIA   2010 – 2013
Bachelor of Mass Media, Advertising