

Pushpendra Singh

Data Scientist | Experimentation, Causal Inference & Applied ML
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SUMMARY

Data scientist with 3 years across experimentation, machine learning, and analytics for large-scale e-commerce and fintech. I build the systems that make A/B tests conclusive and recommendations relevant — shipped **Jetstream**, an AI-powered experimentation platform, solo; lifted experiment precision by **9.1%**; attributed **\$37M** in campaign revenue.

EDUCATION

•**Integrated Dual Degree (B.Tech + M.Tech), Mechanical Engineering** 2018–23
Indian Institute of Technology (IIT BHU), Varanasi CPI: 8.04

EXPERIENCE

•**Straive || Client - Fanatics** Feb 2026 – Present
Senior Consultant — Data Science & AI Full Time

- Designed and shipped **Jetstream**, an AI-powered experimentation platform unifying A/B test design, live monitoring, and ship/no-ship decisions — built solo in FastAPI + React with a production CUPED engine, SRM checks that block unsafe ship calls, and an auditable daily AI briefing; deployed as a stakeholder beta with **role-based views** for product, analytics, and executive users.
- Rebuilt the conversion covariate and benchmarked eight variance-reduction estimators across **64** app A/B tests (**17.6M** visitors); designed a “Zero-to-Hero” technique cutting standard error a median **9.1%** and raising conclusive experiments from **13 to 24 of 64**.
- Built the retrieval layer for **New For You**, a personalized homepage carousel: clustered shopper history into interest centroids over an **888K-product** embedding space, lifting ranking AUC to **0.88 vs 0.49** and shoppers above chance from **47% to 94%**.
- Shipped an executive out-of-stock dashboard quantifying **\$74.7M** in annual recoverable revenue across Fanatics NA e-commerce, combining behavioral session data with inventory time-series modeling for CFO-ready numbers.
- Built an item-item similarity engine for **221K+** products using 1,024-dim semantic embeddings with 60/40 hybrid attribute scoring, delivering top-10 recommendations across a **\$6.8B** catalog.
- Segmented **2M+** customers into 5 behavioral cohorts, uncovering **\$234M in revenue insights** to drive targeted merchandising.

•**EXL Services || Client - Lending Club** Oct 2023 – Feb 2026
Lead Assistant Manager (Consultant II) — Marketing Analytics Full Time

- **Promoted** from Assistant Manager (Consultant I) to Lead Assistant Manager (Consultant II) within 1.5 years and honored with the **Stellar Performance Award** for exceptional business impact and client value delivery.
- Drove ‘Offer Not Taken’ email marketing analysis, attributing **\$37M in revenue** with **46.5% YoY** growth; built a real-time Tableau dashboard to enhance performance monitoring and strategic decision-making.
- Led Direct Mail campaign analysis, driving a \$100K investment projected to generate **\$5.6M over two years**.
- Built a target-ranking model for sales prioritization and automated reporting pipelines; maintained **100+ Tableau dashboards** across paid-search and direct-mail programs with budgets over **\$800K/month**.

•**Qolaba** Dec 2022 – July 2023
Machine Learning Engineer Long-term Internship

- Built a chatbot app with LangChain’s chains, tools and agents, and OpenAI using the Pinecone vector database, with both Python and NodeJS backend.
- Converted the Stable Diffusion model to TensorFlow Lite, inferenced it, and wrote a Medium article highlighting the potential of WasmEdge technology.

•**DeepEdge** May 2022 – July 2022
Machine Learning Engineer Internship

- Built automated visualization pipelines to monitor dataset quality, and standardized models into ONNX format.

TECHNICAL SKILLS

Languages: Python, SQL, C++

ML & Statistics: XGBoost, LightGBM, CatBoost, Scikit-learn, statsmodels, TensorFlow, A/B testing, CUPED/CUPAC, ANCOVA, causal inference, variance reduction, hypothesis testing, regression, clustering, time-series modeling, power analysis, cross-fitting, embeddings, recommender systems

Generative AI: Claude & OpenAI APIs, LangChain, RAG, Pinecone, prompt engineering

Engineering: FastAPI, React, Docker, Git, ONNX, pipeline automation, unit testing

BI & Data: Tableau, Advanced Excel, MySQL, Oracle, Athena, S3, AWS

Certifications: Complete ML & Data Science Bootcamp (Zero To Mastery)