

# Siddharth Arora

 [linkedin.com/in/sidd-arora](https://www.linkedin.com/in/sidd-arora)  [github.com/sarora](https://github.com/sarora)  [sarora.github.io](https://sarora.github.io)  
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 Toronto, Canada

A seasoned full-stack machine learning engineer with seven years of experience skilled in creating robust, scalable data pipelines and utilizing machine learning techniques to derive critical insights.

## TECHNICAL SKILLS

Programming Languages	Python (numpy, pandas, scikit-learn, keras, tensorflow, open-cv, spacy, pytorch)
Machine Learning	Classification, regression, forecasting, clustering, feature engineering, hyper-parameter tuning
DataBases	PostgreSQL, Snowflake
Statistical Methods	Hypothesis testing, confidence intervals, survival analysis, principal component analysis and dimensionality reduction, bayesian inference
Cloud Services	AWS (EC2, ECR, S3, SFN, Athena, CloudWatch)
DevOps/Orchestration	Travis CI, Jenkins, Docker, Docker-Compose, MetaFlow
Workflow Tools	Agile, Jira, Confluence, Notion, BitBucket, Github, Team Foundation Server, Trello, RStudio, Visual Studio, PyCharm, VS Code, Lucid Chart

## EXPERIENCE

Jun 2021 Present	<b>Senior Machine Learning Engineer   <a href="https://www.realtor.com">Realtor.com</a>, Remote (Toronto, Canada)</b> <b>Realtor.com</b> offers tools and professional expertise to help people move confidently through every step of their home journey. <ul style="list-style-type: none"><li>➤ Designed, developed and deployed a Machine Learning (ML) pipeline to forecast monthly leads in US zip codes for next year inventory planning decreasing complexity, reducing run time, and improving accuracy by 30%.</li><li>➤ Optimized targeting strategy for acquiring new customers by developing calibrated predictive models and providing the sales team with a curated call list. Conducted A/B testing to compare strategies, achieving statistically significant improvements: a 30% increase in conversion rates, higher annualized contract value, and improved sales efficiency.</li><li>➤ Performed ad-hoc analysis tasks and communicated findings to key decision makers to help facilitate the decision making process.</li><li>➤ Performed code and design reviews to ensure a healthy code base and prevent bugs, all while fostering knowledge sharing and collaboration.</li></ul> <div><span>Python</span> <span>Pandas</span> <span>Numpy</span> <span>PyTorch</span> <span>Docker</span> <span>Github</span> <span>Scikit</span> <span>AWS</span> <span>MetaFlow</span></div>
Jun 2020 Jun 2021	<b>Data Scientist II   <a href="https://www.intactlabs.com">Intact Labs</a>, Toronto, Canada</b> <b>Intact Financial Corporation</b> is the largest provider of property and casualty (P&C) insurance in Canada and a leading provider of specialty insurance in North America. <p>In a team of 5:</p> <ul style="list-style-type: none"><li>➤ Built a ML pipeline to predict business retention used to maximize pre-determined objective functions like profit, growth in units, growth in premium, etc.</li><li>➤ Monitored and diagnosed models in production to examine for ML drifts and took measures to ensure pre-determined desired level of performance.</li><li>➤ Reviewed pull requests from team members and provided appropriate and accurate feedback to identify bugs, ship stronger code, improve knowledge sharing and more.</li></ul> <div><span>Python</span> <span>Pandas</span> <span>Numpy</span> <span>TensorFlow</span> <span>Docker</span> <span>Github</span> <span>Scikit</span> <span>AWS</span></div>

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 Toronto, Canada

Nov 2018 | **Data Scientist** | [Stradigi AI](#), Montreal, Canada

May 2020 | **Stradigi AI** provides state of the art AI platform that empowers users to build and execute solutions to complex business challenges faster and in a secure way.

In a team of 5:

- Designed and developed data pre-processing and transformation libraries using python for data cleaning and manipulation using python for Stradigi's AI platform.
- Built Machine Learning (ML) pipelines using classical and deep learning algorithms from data ingest through to solutions for specific use cases like sentiment analysis, document classification, time-series forecasting, object detection.
- Devised and developed a benchmarking framework to analyze and optimize Stradigi's Machine Learning pipelines against competitors.
- Worked closely and collaborated with Researchers and AI Developers to ensure production quality software.

[Python](#) [Pandas](#) [Numpy](#) [Tensor Flow](#) [Docker](#) [BitBucket](#) [Scikit](#) [AWS](#)

Apr 2018 | **Data Science Intern (UBC Capstone Project)** | [Unbounce](#), Vancouver, Canada

Jun 2018 | **Unbounce** provides an online platform that enables marketers or digital agencies to create, publish, and test landing pages, pop-ups or sticky bars to improve conversion rates.

In a team of 4:

- Developed and automated the data pipeline using python to extract and transform data into usable components for modeling.
- Applied survival analysis modeling techniques using R to determine underlying behaviors that impact customer retention at Unbounce.
- Utilized easily decipherable visualizations to report findings to a non-technical audience.

[Python](#) [Pandas](#) [R](#) [Survival Analysis](#) [Trello](#) [Github](#)

Sep 2013 | **Software Developer** | [IMS Health](#), Auckland, New Zealand

Feb 2016 | **IMS Health** (now IQVIA) is a leading global company providing clients in the healthcare industry with comprehensive solutions to measure and improve their performance.

- Developed and updated functionalities for IMS Health's Nexxus Mobile Intelligence - a CRM solution, that helps drive customer engagement for life sciences industry using C#, JavaScript, XML.
- Performed maintenance and bug fixing on the existing code base to ensure production quality software.
- Participated in daily stand-ups and bi-weekly sprint meetings in an Agile setup and developed interpersonal skills.

[C#](#) [Oracle](#) [XML](#) [JavaScript](#) [Angular.js](#) [Agile](#) [Jira](#)

## EDUCATION

Aug 2017 - Jun 2018 | **Master of Data Science**  
University of British Columbia, Vancouver, Canada

Aug 2009 - Aug 2013 | **Bachelor of Engineering with First Class Honors** - Software Engineering  
University of Waikato, New Zealand

For more projects and blog posts please visit [sarora.github.io](https://sarora.github.io)