Louis Cialdella
Senior Data Scientist

Contact

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Experience

MeetElise AI — New York, NY
Senior Data Scientist, Analytics Manager — *August 2021 - Present*
- **Experiment + Survey Design**: Design experiments and surveys to learn about customer behavior and preferences; perform statistical analysis of results to guide product and marketing strategy
- **Analytics Infrastructure and Processes**: Lead implementation of a data warehouse creating a single source-of-truth for business definitions across all internal systems, which is used for analysis and dashboarding

Facebook — New York, NY
Senior Data Scientist, Ads Ecosystems — *July 2020 - August 2021*
- **Metric definition and methodologies for ads strategy**: Use a combination of internal and vendor traffic data to build metrics and perform experimental/observational analysis of multiplatform advertising; highlight long-term investment opportunities and competitive threats to ads exec team
- **Estimate the impact of exogenous events with causal inference**: Quantify the effect of regulatory actions, product launches, and other events on Facebook's strategic position using econometric methods

ZipRecruiter — Los Angeles, CA
Data Scientist; Senior Data Scientist — *March 2016 - July 2020*
- **Experimental design and analysis for product optimization**: Designed experiments and analyzed results of product A/B tests, including leading the implementation of methodology for power and effect size analysis for more transparent and actionable results.
- **Causal Inference and Targeted Treatments**: Evaluated the effect of marketing decisions and sales actions using both observational analysis and experimental methods in order to provide targeted products and prioritize sales targets
- **Analytics leadership**: Mentored colleagues in data analysis skills, advised on methodology used by the department, evaluated external tools and built internal tools for predictive and causal modeling.
- **Automated fraud detection**: Designed and implemented machine learning system for fraud detection, decreasing instances of fraudulent job posting by 66% .

General Assembly — Los Angeles, CA
Data Science Instructor — *October 2016 - December 2016*
- **Introduction to Data Science**: Instructed students in the use of Python, the ideas behind statistical methods, and the design and evaluation of machine learning systems.

JP Morgan Chase and Co — New York, NY
Associate, Python Analytics Developer — *March 2014 - March 2016*
- **Big data credit risk analytics**: Built distributed data processing pipelines for firm's internal credit risk analytics platform in Python.
- **Scalability engineering**: Scaled up daily pricing and analysis from 100K to 3 million instruments per day.
- **Robust system design**: Designed unit testing framework for project's event-driven batch scheduler

Education

Columbia University — New York, NY
BS, Computer Science, specialization in Machine Learning — *May 2013*

Open Source Projects

- **Blog - lmc2179.github.io**: Regular short-form articles about my favorite data science topics.
- **bayesian_bootstrap**: Fast, easy to use bayesian bootstrapping of moments, as well as arbitrary statistics and regression models. Available on PyPI.