

Louis Cialdella

Senior Data Scientist

CONTACT

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EXPERIENCE

- **StubHub** New York, NY
Data Science Manager March 2022 - Present
 - **Data Science Ecosystem Buildout:** Act as DS lead in buildout of company's Snowflake Data Warehouse. Recruit and manage a team of five data scientists/analysts for user acquisition. Lead a weekly forum for cross-training of data scientists across the company.
 - **Causal Modeling of SEM bidding:** Build structural causal models of key levers in our SEM campaigns by designing a series of experiments, which power counterfactual decision-making tools.
 - **Forecasting platform:** Created internal forecasting platform which allows easy creation of forecast models and publishing of results from multiple users across many subscribers in the business.
- **MeetElise AI** New York, NY
Senior Data Scientist, Analytics Manager August 2021 - March 2022
 - **Experiment + Survey Design:** Designed experiments and surveys to learn about customer behavior and preferences; performed 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 was 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:** Used 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
 - **Estimated the impact of exogenous events with causal inference:** Quantified 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 with Heterogeneous Treatment Effect Modeling:** 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
 - **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 - Introduction to Data Science October 2016 - December 2016
- **JP Morgan Chase and Co** New York, NY
Associate, Python Analytics Developer March 2014 - March 2016

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.