Erfan Najmi

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Experience

Senior Data scientist, Meta   **March 2022 – December 2022**

- Identified goals and set up KPIs for mid-year planning focused on VR developers' experiences.
- Set up methodology for measurement of developer facing features impact on company's revenue.
- Co-designed long term strategic planning for VR developers and ecosystem, including developer monetization, processes, and engagement.

Data scientist II, Microsoft   **January 2017 – March 2022**

- Designed and implemented a high-performance, in-memory data-mart to store millions of users' feedback from more than 70 difference surveys. It is used for analysis and reporting by 40+ teams.
- Designed, implemented, and measured A/B experiments on new product features, marketing campaigns and new company wide initiatives.
- Designed and implemented a comprehensive tool to analyze driving factors of a metric.
  - Integrating pre-processing, model creation and generating results.
  - Compatible with data sets of varying shapes and forms.
- Defined KPIs, metrics and verify scientific rigor of the team.
  - KPI to measure satisfaction of strategic customers of Microsoft.
  - KPI to measure overall sentiment of users in specific themes in various products.
  - Implemented confidence level measurement and propagate focus on statistical value of changes.
- Designed and implemented time series analysis tool to detect movement of subsegments of customers.
- Partnered with multiple product teams to help them increase their user satisfaction.
  - Increased satisfaction of admins of Microsoft 365 by 7% over 1 year.

Graduate Teaching Assistant, Wayne State University   **September 2012 – May 2016**

- Managed students in their senior project working on various industry applications ranging from oil and commodity price prediction to phone and web apps.
- Won best GTA of the year award for two years.

Skills

- **Languages**: Python, R, Java, C#/C++
- **Databases**: MS SQL Server, MySQL, Presto, Azure Data Explorer, Azure Data Lake
- **Statistics and ML**: Clustering, Classification, Linear/Logistic Regression, Boosting methods, Noise and Outlier detection, ANOVA, Time Series analysis, A/B experimentation, Hypothesis testing, Sampling methods, Ensemble trees, Gradient Boosted trees
- **Tools**: Pandas, Numpy, SciPy, Scikit-Learn, MatPlotLib, Seahorn, Jupyter, Git, TensorFlow, Keras, Docker

Education

Ph.D. in Computer Science, Wayne State University   **December 2016**
Thesis: "Improving User Experience in Information Retrieval Using Semantic Web and Other Technologies"
M.S in Computer Science, Wayne State University   **May 2012**
B.S in Information Technology, Tabriz University   **September 2009**

Publications

https://scholar.google.com/citations?user=zIlqUpEAAAAJ&hl