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Code Repository: <https://github.com/meisamhe/GPLshared/>

EDUCATION

PhD , <i>Big Data Analytics in Management Science</i> , U. Texas at Dallas			2016
M.Sc. , <i>Distributed Data Eng.</i> , Amirkabir Uni. of Tech.	2009	MBA , <i>Management and Economics</i> , Sharif U. of Tech.	2010
B.Sc. , <i>Software Eng.</i> , Amirkabir Uni. of Tech.	2007	B.Sc. , <i>Information System Eng.</i> , Amirkabir U. of Tech.	2008

SELECTED BIG DATA ANALYTICS PROJECTS

PAPERS ACCEPTED AND PRESENTED IN MARKETING SCIENCE, MARKETING DYNAMICS, AND IIOC ECONOMICS COMPETITIVE CONFERENCES

Big Data Predictive Analytics. Programmed state space models based on Bayesian Network both in MATLAB and R to predict the social learning for mobile apps on an app store, and the observational learning and product rating effects on the diffusion of Mozilla Firefox Add-ons. Programmed collaborative filtering to predict ratings of consumers on Netflix and IMDB using Apache Mahout over Apache Spark. Analyzed a data set of 150k subscribers of a telecom operator to predict the churn by a survival model.

Text Data Analytics. Estimated topic models, i.e. LDA, CTM, and Gaussian Mixture Model, to cluster info-graphics based on the WordNet lemmatized text content. Analyzed sentiments in IMDB data set by python NLTK maximum entropy model. Developed a Python application to classify emails to spam and ham, with perceptron, Logistic Regression, SVM, Neural Network, boosting and bagging ensemble methods, and decision tree, based on bag of word models.

Segmentation and Factor Analysis. Clustered the auction and bidders using topic and mixture models. Cluster info-graphics based on bag of visual words models. Image compression using k-mean clustering. Used factor analysis (SVD) to deal with collinearity mobile app characteristics, and to extract latent factors of Keller brand equity model from consumers' product reviews.

Probabilistic Graphical Data Models and Structural Data Modeling. Used multinomial mixture Logit/ Probit models to model the app choice of consumers on an app store. Used filtering techniques such as Unscented Kalman Filter to filter the number of influential and imitators in a state space diffusion model that evolve with first order Markov process. Used an aggregate demand data of a leading fashion item distributor to analyze the inter-temporal choice of consumers by GMM, BLP, MPEC estimation approaches.

Hierarchical models and Bayesian Sampling. Used mixture model with non-parametric Dirichlet process prior to model bidders bid choices on eBay. Used MCMC sampler that combined block Metropolis Hasting around the mode, and Gibbs sampling for inference.

Big Data Tools. Configured Hadoop on Linux system to analyze eBay bidding transactions on Ubuntu over Virtual Box. Used Apache Pig and Hive to clean the data, and mahout to run ARMA models. Generated descriptive statistics from IMDB big data set by map-reduce java code, Apache Pig, Hive, Spark, and Cassandra. Programmed Python crawler and scraper code to collect data from eBay, Stack-Overflow, Amazon, and Mozilla Firefox.

Distributed Parallel Data Processing. Implemented parallel Bayesian sampling and BLP estimation procedures. Designed and implemented JAVA RMI to allow for semi-grid distributed processing over a Bluetooth network on J2ME.

Data Visualization and Web. Visualized predictive and descriptive statistics using R ggplot2, Slidify, Shiny, rCharts, and Matlab. Implemented an action tracking system based on the web-service architecture with Java and JSP.

SELECTED RELEVANT COURSEWORK

Statistics	Computer Science	Econometrics	Business
Bayesian Statistics	Machine Learning, NLP	Data Analysis	Consumer Choice Models
Statistical Inference	Probabilistic Models	Econometrics I, II, III	Pricing, Optimal Control, Game Theory
Probability Models	Advanced Algorithms	Dynamic Bayesian	Search Theories, Social Net Analysis
Data Visualization	Big Data, Distributed DB	Structural Models	Industrial Organization

SOFTWARE AND PROGRAMMING SKILLS

Statistics	Programming	Query	Big Data	Data Visual.	Operating Systems	Analysis Skills
R, MATLAB	Python, Perl	SQL, RX	Hadoop, Pig, Hive,	R	Windows	Web Scraping, HPC
Mathematica	JAVA, JSP	MySQL	Mahout, Cassandra,	Python	Linux (Ubuntu)	RUP, SSADM
Weka, SAS	C++,Fortran	XPath	Vowpal Wabbit	Tableau	Chrome Shell	System Dynamics

PROFESSIONAL EXPERIENCE

Corporate Solution Manager, MTN, Tehran, **2010-2012**
A leading international South African mobile Telecom Operator
Quantitative focused new product management of \$10 million worth telecom products including: NFC, OTP, STK mobile banking, APN, MVPN, and ESMS. Produce quantitative report specification, focus group requirement elicitation, life cycle policy optimization, and promotion design. Competed against giant established resource intensive B2C business unit internally, and B2B customers' outside options externally, and acquired a market share of corporates in banking, auto, education, and administration industries.

IT Manager, Sabalan Parcheh, Tehran, **2005-2008**
A leading international Textile and Apparel Complex
Managed Reengineering business processes for ERP implementation, worth \$15 million, IT service management based on ITIL, ERP selection project analysis, RFP preparation. Overcame the managers' skepticism of ITS quantitative based modern approaches, by following Kotter change management method.
