

Shrawan Sapre

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SUMMARY

Data scientist with 7 years of experience building end-to-end analytical solutions for Fortune 500 advertisers at one of the world's largest media agencies. Specialize in audience modeling, statistical analysis, attribution and clean room analytics across Google ADH, Amazon AMC, and Facebook FBAA. Outside of work, shipped a production LLM-powered iOS app to the App Store as a solo developer, and serve on the founding board of a NYC non-profit supporting local performing artists.

SKILLS

Languages: Python, R, SQL, JavaScript

ML Libraries: Scikit-Learn, Pandas, NumPy, SciPy, Matplotlib, Seaborn

Data Platforms: Google BigQuery, AWS (Redshift, S3), PostgreSQL, Supabase, Jupyter Lab

Generative AI: AI agent development, knowledge base / retrieval design, Anthropic Claude API, LLM classification pipelines, prompt engineering, LLM cost optimization (caching)

Data Visualization: Tableau

Web & Mobile: React, React Native, Expo / EAS Build, Node.js, Express, REST APIs

DevOps & Tools: Git, GitHub Actions (CI/CD), Heroku, Netlify, Visual Studio Code

PROFESSIONAL EXPERIENCE

Associate Director, Data Science (Marketing Science)

OMD USA (part of Omnicom Group), New York, NY

Aug 2019 – Present

Promoted to Associate Director in 2021 after progression from Data Science Intern (Annalect, Aug–Nov 2019) to Senior Associate (Nov 2019–2021).

Industries: CPG, Retail, QSR, Financial services, SaaS

- **Led first-party data (1PD) pipelines** covering ingestion, audience segmentation, propensity and look-alike modeling, powering privacy-compliant audience targeting.
- **Directed clean room projects across Google Ads Data Hub (ADH)**, Amazon Marketing Cloud (AMC), and Facebook Advanced Analytics (FBAA), enabling privacy-safe audience measurement, cross-publisher attribution, and activation in a cookie-less, post-IDFA landscape.
- **Led end-to-end ML projects:** multi-touch attribution (MTA) via Markov Chain models, clustering, look-alike modeling, A/B testing and experiment design, creative optimization, and consumer journey analysis.
- **Cut ML modeling turnaround 95%** (3 days to under 30 minutes) and improved ETL efficiency 80%+ across billions of advertising events in AWS Redshift, S3, and BigQuery.
- **Built AI agents on the company's internal AI platform**, architecting the knowledge base and shipping retrieval, workflow automation, and first-pass analysis drafting to a 20-person team.
- **Led a team of 4+ data scientists**, establishing coding standards, version control, and reproducibility practices across all ML deliverables.
- **Automated reporting and Tableau dashboards** giving account teams self-serve access to consumer behavior insights and ROAS/ROI.
- **Supported successful new business pitches on 5+ new clients worth \$2B+** in media spend through analytics-driven pitches
- **Translated ambiguous strategic questions** from senior leadership and account teams into scoped analytical projects, communicating timelines, progress, and outcomes to non-technical stakeholders.

EDUCATION

Stevens Institute of Technology, Hoboken, NJ

Master of Science - Computer Science

May 2019

- Deep Learning, Computer Vision, Natural Language Processing, Data Mining, Data Science

Center for Development of Advanced Computing, Bangalore, India

- Statistical Analysis, R, Python, SQL, Data Visualization, Business Intelligence, Machine Learning

People's Education Society Institute of Technology, Bangalore, India

Bachelor of Engineering - Telecommunications Engineering

August 2016

PERSONAL PROJECTS

Kuthé - Indie Coffee Discovery App (<https://kuthe.coffee>)

Live on iOS App Store

2023 – Present

- **Tech Stack:** React / React Native / Expo (Frontend + iOS), Node.js / Express (Backend API), PostgreSQL / Supabase (Data), Anthropic Claude API (LLM), Google Maps API, Mapbox, GitHub Actions (CI/CD), Netlify, Heroku, EAS Build.
- **Integrated the Anthropic Claude API** for a two-layer classification and generation pipeline, with LLM results cached in PostgreSQL and geo-hashed queries to dramatically reduce redundant API calls and LLM spend.
- **Shipped a live iOS app to the Apple App Store as a solo developer**, with end-to-end ownership from data layer to App Store submission, automated CI/CD via GitHub Actions, and OTA updates via Expo EAS.
- **Built a responsive web + mobile experience** sharing a single Node.js backend, with geolocation, search, and map-based exploration.

VOLUNTEER EXPERIENCE

Software Developer - HopeOneSource, Arlington, VA

Non-profit serving social service providers and the homeless community

July 2019 – July 2022

- Built an enterprise web portal and automated reporting pipeline enabling social service providers to use real-time analytics to improve service delivery for vulnerable populations.

CERTIFICATIONS

Neural Networks and Deep Learning – Coursera (DeepLearning.AI), June 2019

Tableau 10 A-Z: Hands-On Tableau Training for Data Science - Udemy, December 2018

LEADERSHIP AND COMMUNITY

Founding Board Member

Four Hands Collective, Inc., New York, NY

2025 – Present

- Serving on the founding board of a New York City non-profit supporting local performing artists through community-building, showcasing and organizing events on the Upper West Side. Contribute to organizational governance, strategic direction, and programming that connects artists with audiences and patrons.

President, Society of Computer Science

Stevens Institute of Technology, Hoboken, NJ

Jan 2018 – May 2019

- Led a large student organization, organizing major events and facilitating industry interactions between students and tech employers.