

DAVID NIELD

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EXPERIENCE

Walmart Connect Oct 2023 - Current
Senior Data Scientist Los Angeles, CA

- First (and currently only) data scientist on the Sales Strategy Business Intelligence team
- Collaborate cross-organizationally on advertising sales forecasting models used for revenue planning

Penguin Random House May 2023 - Aug 2023
Data Scientist (Contract) Oakland, CA

- Three month contract to aid in transition of Callisto data systems and models to Penguin Random House's infrastructure
- Developed and ran an A/B test testing relative performance between the advertising optimization system I developed at Callisto to the system used at Penguin Random House

Callisto Media, Inc. July 2019 - May 2023
Data Scientist Oakland, CA

- Developed A/B tests and Bayesian optimization algorithms for used for online advertising optimization
- Built time series forecasting models for used for demand forecasting and inventory planning
- Used word embeddings to cluster customer search terms into topics useful for identifying new product opportunities
- Interim Data Science Manager for 5 person data science team during manager's parental leave and sabbatical
- Company acquired by Penguin Random House in May 2023

EDUCATION

University of California, Berkeley Berkeley, CA
M.A., Political Science May 2019
Thesis: Measuring inter-donor influence in FEC data (1979-2014)

The Ohio State University Columbus, OH
B.S., Political Science; Minor in Statistics May 2017
Thesis: The Misperceiving Voter

SKILLS

Languages and Tools - R, SQL, Git, Bash, Qualtrics

Technical Skills - Experimental design, observational causal inference, time series forecasting, supervised machine learning

Business Skills - Public speaking, writing and presenting to non-technical business audiences, breaking down open-ended business problems into concrete next steps and solutions

PERSONAL PROJECTS

Measuring inter-donor influence in FEC data (1979-2014)

- Using a dataset spanning over thirty years and over 130 million political contributions, I analyzed the influence of large donor and PAC contributions on the contribution behavior of small individual donors

The Misperceiving Voter

- Designed, conducted, and analyzed an original survey on an online sample measuring American's belief in types of political misinformation and the relationship between belief in misinformation, political tolerance, and political participation

"Small world" dynamics in focused networks

- Using 10,000s of simulated networks, I studied how different forms of social organization contribute to the "small world" phenomenon (aka "six degrees of separation")