

# Gal Inbar

## Data Scientist

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Netanya, Israel

### EDUCATION

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**M.Sc Degree, Computer Science and AI Systems**, Tel Aviv – Engineering Academy  
2018 – 2020

courses: Probability and Statistics, Algorithms, Machine Learning, Deep Learning, NLP, Big-Data, ([all syllabus here](#))

Master Project: “Multivariate Time Series analysis using NLP Sentiment Method On Trump’s Tweets for Financial Market Prediction.”

B.Sc Degree, Mechatronics Engineering Tel Aviv – Engineering Academy 2012 – 2016

Specialization in **Mechatronics** and **Robotics programming**.

### WORK EXPERIENCE

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#### **Data Scientist**

#### **VISA**

nov 2019 – current

Design and implement predictive models to make an impact on business decisions, product planning, and personalization in marketing.

- Discover, evaluate and apply the latest research in natural language processing (NLP) and machine learning to analyze and classify Whatsapp Service Calls at a large scale in near real-time.
- Design and develop “Customer Segmentation” technique to better categorize all VISA customers, then work closely with Marketing Team to create personalized marketing campaigns based on pure ML approaches.
- Evaluating model’s impact on business performance including variety of A/B testing and present to board management.
- Research and implement novel deep learning, machine learning and data mining and data engineering approaches.
- Manipulate DB with complex SQL queries for customer’s financial characterization with more than 700 features.
- Working closely with software engineering teams using git to drive real-time model implementations and new feature creations.

#### **Data Scientist**

#### **Hp Indigo**

nov 2017 – nov 2019

- Implement state of the art CNN, Encoder-decoder, LSTM and Adversarial techniques (VAE) to find patterns, detect anomalies and changing points in order to predict future failures. (Prescriptive analysis)
- Expert in data wrangling on multivariate time series with more than 200 sensors data.

- Mining and manipulating operative data coming from all HP Indigo digital presses around the world using SQL and Spark.
- Work along with process experts, R&D engineers, service organizations, marketing and product managers to identify and implement the best practice to deliver data insights and maximize business impact.
- Conduct research to answer industry or business questions using complex SQL queries.

## TECHNICAL SKILLS

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- *Data Programming: Python, R, SQL, C, C#, Java, MATLAB, SCALA, Kafka, Java script.*
- *Data driven visualization tools: Tableau, Power BI, Google charts etc.*
- *Big Data and Cloud: Pyspark, Hadoop, Hive, MapReduce, PIG, Spark, AWS, Google cloud services.*
- *Computer talents: Computer science fundamentals (Unix & Linux, CMD, Excel operations, RODBC, windows Task scheduler (Automation with Batch File).*
- *Other: Statistics, Machine Learning algorithm (Supervised and unsupervised), NLP research, Customer Segmentation (clustering), Deep learning, Time series analysis, Data analytics, Data transformation, Data visualization (pattern recognition), Vast experience with RNN/CNN/LSTM/Conv2DLSTM, Reinforcement learning using Deep NN to evaluate Q values, Computer science algorithms, Data structures, A/B testing to determine which variation performs better for a given conversion goal.*

## LANGUAGE

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*Hebrew: Native Language*

*English: **Fluent** (Speaking, Reading, Writing)*

*\*Hebrew version/ recommendation will be added as necessary*

