ARDA ZUBER
Ph.D. Student

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PROFILE

Data Scientist and Operations Management Expert with fourteen years of experience in data analytics, programming, and management science; currently, I am an adjunct instructor and pursuing a Ph.D. degree at Operations and Information Management Department at University of Connecticut. I teach data analytics courses including Data Science with Python, Statistics for Business Analytics, Survival Analysis using SAS Programming, Visual Analytics with Tableau at graduate level in the Business Analytics and Project Management Program at the University of Connecticut.

I hold a U.S. green card.

Before moving to United States, I worked as a Senior Data Scientist for Turkish government. Holding that position, I led analytics teams from different departments to create efficient data products and services through the use of advanced analytics methods built on big-data structures.

My experience in different fields gives me the background needed to fully understand the flow of data from collection phase to reporting. It is these experiences that enable me to effectively build bridges between business needs and analytics capabilities. My focus is to produce and convey robust data analytics results to create value by providing reliable insights.

I also hold a basketball coaching certificate from Turkish Basketball Association. I coached college basketball teams in Turkey.

Summary of Core Competencies: Data Science, Operations Management, Machine Learning, Deep Learning, Data Modeling, Statistical Modeling, High Performance Computing, Dynamic Programming/ Reinforcement Learning, Python/Visual Basic/R Programming, Data Visualization, SAS E-Miner, SAS

WORK EXPERIENCE

University of Connecticut – Graduate Assistant
August 2013–Present
I teach graduate-level analytics classes including Data Science with Python, Statistics for Business Analytics with R, Visual Analytics with Tableau, Survival Analysis (SAS Studio) in the University of Connecticut Business Analytics and Project Management Program.

University of Connecticut - Adjunct Instructor
August 2013–December 2018
I teach graduate-level analytics classes including Data Science with Python, Statistics for Business Analytics with R, Visual Analytics with Tableau, Survival Analysis (SAS Studio) in the University of Connecticut Business Analytics and Project Management Program.

Turkish Prime Ministry - Senior Data Scientist / Analytics Consultant
January 2004 – May 2016
Responsible for researching data management, machine learning, data visualization and reporting techniques to be used in the organization for better business decisions and improvement of business report templates in terms of scope, content and clarity. I headed teams on information retrieval using advanced statistical models and machine learning algorithms. I also led teams in search for consistent metrics to assess performance throughout the organization. I managed six-sigma projects for process optimization and data standardization. I worked with different analytics teams to produce valuable insights for better operations on the fields of government services quality management, economics, transportation, human resources, communications, national security, and law enforcement resulting in improvements worth millions of dollars and other invaluable benefits.

EDUCATION

University of Connecticut – Business School Oper. and Inf. Management – Ph.D.
2016 – Present
Currently, I am in the dissertation phase focusing on the use of information retrieval and deep-NLP techniques for getting insights about social activism, law policy making, and lawsuit valuation problems. I also do research on consumer behavior and reinforcement learning.

University of Connecticut – Business Analytics – M.Sc.
2012 - 2014
GPA: 4.00. UConn School of Business Hall of Fame Fellow Graduate Student '14. Ranked 1st in the batch. Commendation from the Program Director.

Ortadogu Teknik Universitesi – Applied Mathematics – M.Sc.
2005 – 2007

Ortadogu Teknik Universitesi – Mathematics – B.Sc.
1996 – 2001
All education was self-financed through freelance math tutoring and professional basketball earnings.

SKILLS AND COMPETENCIES

Analytics: Machine Learning, Text Mining and NLP, Deep Leaning, Predictive Models, Survival Analysis, Data Visualization, Network and Link Analysis, Frequent Pattern Mining, Fraud Analysis, Dynamic Programming
Programming: Python, Visual Basic.NET, SAS, R, SQL, MongoDB, Cypher
Analytics Suits: Tableau Desktop, SAS Studio, SAS Enterprise Miner, SAS JMP, R Studio, Neo4J
Management: Project Management, Operations Management, Six Sigma
High Performance Computing: Apache HBase, Apache Hive, Apache Spark (PySpark, MLlib)

HONORS & AWARDS

UCONN School of Business Gordon Flynn Scholar, 2018-2019

Hall of Fame Graduate Student Fellow, University of Connecticut, Hartford, CT, 2014.

Program Commendation, UConn BAPM Program, 2014

UCONN School of Business, Best Graduate Teaching Award, 2016

UCONN Best Graduate Teaching Award, 2017

UCONN Best Graduate Teaching Award, 2018

TEACHING

Fall 2016 - OPIM 3104 – Operations Management   - TA

Summer 2016 - OPIM-5894 Survival Analysis with SAS – Instructor of Record

Spring 2017 - OPIM 3104 – Operations Management   - TA

Summer 2017 - OPIM-5894 Survival Analysis with SAS – Instructor of Record

Summer 2017 - OPIM 5501 Visual Analytics – Instructor of Record

Fall 2017 - OPIM 3104 – Operations Management   - TA

Spring 2018 - OPIM 3104 – Operations Management   - TA

Summer 2018 - OPIM-5894 Survival Analysis with SAS – Instructor of Record

Fall 2018 - OPIM-5894 Data Science with Python – Instructor of Record

Fall 2018 – OPIM 5603 Statistics in Business Analytics – Instructor of Record

CONFERENCE PRESENTATIONS

Informs 2019, Seattle, Effect of identity disclosure on online reviews, single author
WITS 2019, Munich, Online Armies and Social Movements

WORKING PAPERS
Under Review
Planning Electric Utility Resiliency Investments, with Suresh Nair, Management Science
Papers in Final Editing Phase
Online Armies and Social Movements, with Sudip Bhattacharjee and Ugo Etodu
Papers in Analysis Phase
Empirical Analysis of Peer Effects on Judiciary Systems, Sudip Bhattacharjee
Automatically Valuing Lawsuit Claims Using Natural Language Processing, Sudip Bhattacharjee
Go-To-Market Strategies under Competition: A Reinforcement Learning Approach, single author
Effect of identity disclosure on online reviews, single author
Papers in Data Collection Phase
Cognitive Focus Detection of Information Sources, with Ugo Etudo
Goal Transformation of Social Movements, with Ugo Etudo