

# Zoltán Puha

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<b>EDUCATION</b>	<i>PhD candidate</i> at Tilburg University in Data Science Part of Jheronimus Academy of Data Science (JADS)/Computational Personalization Lab. Using Active Learning to help companies in more efficient experimentation. Utilizing uplift models to make recommendations for targeting. Supervised by Prof. Maurits Kaptein and Dr. Aurélie Lemmens Project title: Machine Learning for treatment optimization in business settings Selected courses: DS3 '18, Paris; Bayesian Statistics, Computational Statistics, Tilburg U. '19; GPSS'20	2018-
	<i>MSc in Economics</i> at University of Amsterdam Specialization on Game Theory and Behavioral Economics Extracurricular courses: Programming and Network Science Thesis on Illegal scientific book downloads (submitted for peer-review)	2015-2016
	<i>BSc in Sports Management</i> at Eötvös Loránd University, Budapest Thesis on Using statistical learning methods for GPS data of soccer players	2013-2019
	<i>BA in Applied Economics</i> at Eötvös Loránd University, Budapest Coursework: Mathematical Analysis, Linear Algebra, Econometrics Thesis on Nash equilibria of 4 person games	2012-2015
<b>PROFESSIONAL EXPERIENCE</b>	<i>Dutch Analytics, Delft</i> Data scientist - Predictive maintenance with Machine Learning	2017
	<i>Wakoopa, Amsterdam</i> Data specialist - Analysis and prediction on customer data	2016-2017
	<i>TwitterCounter, Amsterdam</i> QA Intern - Conducting and writing tests for front-end	2015-2016
<b>PROGRAMMING SKILLS</b>	Python, R	
<b>TEACHING EXPERIENCE</b>	<i>Teaching Assistant</i> Introduction to Python, JADS, Professional Education	2019
	<i>Teaching Assistant</i> Market Assessment, Tilburg University, MSc in Marketing Management	2018

**AWARDS & HONORS** 1st prize winner team at EUhackathon, Brussels 2016  
Full scholarship and scholarship for academic excellence 2013-2015  
2nd place, National Statistics Competition, Budapest 2014

**LANGUAGES** Hungarian (native), English (full proficiency), Dutch (basic)

**CONFERENCES** Marketing Science, Rome June 2019  
SCECR, Hong Kong June 2019  
Oral presentation: *Directed Experimentation Using Observational Causal Effect Estimates*

**Publications** References  
[1] Zoltan Puha, Maurits Kaptein & Aurelie Lemmens *Batch Mode Active Learning for Individual Treatment Effect Estimation*. IncrLearn @ ICDM'20.  
[2] Balazs Bodo, Daniel Antal, Zoltan Puha *Can scholarly pirate libraries bridge the knowledge access gap? An empirical study on the structural conditions of book piracy in global and European academia*. Institute for Information Law Research Paper, Last round of review at PLOS ONE