

## Overview

Dr. Sen is the Director of Statistical Analysis at NuStats, with over ten years of experience in market research, and specializes in complex sample design, weighting, discrete choice analysis, and multivariate statistics. In her five years with NuStats, she has provided statistical leadership on several household travel surveys, transit on-board surveys, tolling and road pricing studies, commercial freight surveys, customer satisfaction surveys, and complex surveys in the areas of health, environment, and education. Her primary tasks have included sample design, development and implementation of weighting methodology, quality assurance and control processes around the collection and processing of the survey data, non-response analysis, data imputation, and data analysis.

## Papers And Presentations (Selected)

Sen, S. and S. Bricka (2010) Evaluation of Weighting Methodologies for Household Travel Surveys, Proceedings of the 89th Annual Meeting of the Transportation Research Board, Washington, D.C.

Sen, S. and S. Bricka (2009) Data Collection Technologies – Past, Present, and Future, Proceedings of the Conference on International Association for Travel Behavior Research, Jaipur, India

Evaluation of Efficiency and Effectiveness of Cell Phone Samples in Transportation Surveys, Transportation Research Record: Journal of the Transportation Research Board, Issue 2105, pp. 44–50, 2009 (With Zmud and Arce)

The Impact of Demographics, Built Environment Attributes, Vehicle Characteristics, and Gasoline Prices on Household Vehicle Holdings and Use, Transportation Research Part B, Vol. 43, No. 1, pp. 1–18, 2009 (With Bhat and Eluru)

An Exploration of the Geo-Demographic Characteristics Impacting Transit Access of Limited English Proficiency (LEP) Population, presented at the Changing Demographics on the Transportation System Conference, Transportation Research Board, Washington D.C., 2008 (with Arce)

Evaluating Efficiency and Effectiveness of Cell Phone Samples, presented at the 63rd Annual Conference of American Association for Public Opinion Research (AAPOR), New Orleans, LA, May 2008 (with Zmud and Arce)

An Analysis of the Vehicle Make/Model/Vintage and Usage Decisions of the Household, presented at the International Association for Travel Behavior Triennial Conference, Kyoto, Japan, 2006 (With Bhat)

Joint Model for the Perfect and Imperfect Substitute Goods Case: Application to Activity Time-Use Decisions, Transportation Research Part B, Vol. 40, No. 10, pp. 827–850, 2006 (With Bhat and Srinivasan)

## Professional / Community Service (Selected)

Member, Committee on Transportation Research Board (TRB) Travel Survey Methods, since 2007

Member, Committee on Transportation Research Board (TRB) Statistical Methods, since 2011

Board of Directors, Association of Transportation Professionals of Indian Origin, since 2006

206 Wild Basin Road  
Building A, Suite 300  
Austin, TX 78746  
www.ptvnustats.com

512-279-4147



## PROFESSIONAL PROFILE

### AREAS OF EXPERTISE

Travel Behavior Survey Research  
Discrete Choice Analysis  
Multivariate Statistics  
Sample Design/Weighting  
Design of Research-Based Communications for Public Outreach  
Technology Applications for Public Involvement

### YEARS OF EXPERIENCE

With NuStats: 5  
With Other Organizations: 5 Years

### EDUCATION

Ph.D. / 2006 / Civil Engineering,  
University of Texas, Austin

M.S. / 2003 / Urban Planning and  
Policy, University of Illinois, Chicago

B. Arch. / 2001 / Architecture, In-  
dian Institute of Technology,  
Kharagpur, India

