

# HELENA HOOK



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NYC, USA

**Senior Product Data Scientist** covering the full analytics remit: product metrics, user behaviour, experimentation, and data pipeline building, with a specialism in ML model evaluation and translating AI features into measurable business impact.

## SKILLS & TOOLS

### Technical

SQL • Python • DBT • Git • Redshift • Docker • Airflow • Fivetran • AWS • Tableau • Mode • Amplitude • GrowthBook • Optimizely

### ML Collaboration & Evaluation

Model-performance interpretation • Translating model metrics into product KPIs • LLM evaluation & prompt iteration • Experimentation for ML-driven features

### Experimentation & Analytics

A/B testing design • Causal inference • Metric design • Cohort & lifecycle analytics • User behaviour analytics

### Product & Stakeholder Skills

KPI definition, ownership & monitoring • Tracking plans & event schema design • Cross-functional collaboration with PMs, Engineering, Design & ML teams • Communicating technical insights to non-technical stakeholders

## COURSES

### Python for Data Science and Machine Learning

Udemy, 2020

### Predictive Analytics for Business

Udacity, 2020

## EDUCATION

### Computer Science

IT College, Tallinn, EE  
2014–2015

## EXPERIENCE

### CLEO AI

London, UK

*British Fintech unicorn backed by EQT Ventures, Balderton Capital and Sofina*

#### Senior Product Analyst

09/2022 - 06/2025

- Acted as the analytical bridge between ML Engineers and product, translating improvements in engagement, marketing, and credit models into measurable gains in conversion and retention.
- Designed A/B tests and causal analyses for ML-powered features, quantifying incremental uplift and informing iteration priorities.
- Led evaluation of LLMs in Cleo's customer-facing chatbot, improving personalisation and building self-evaluation pipelines with ~90% human expert alignment and reducing annotation costs by >70%.
- Developed modular dbt models to streamline data reliability and build scalable foundations for ML monitoring, experimentation analysis, and feature adoption reporting.
- Built company-wide templates that automated experiment validation, metric setup, and LTV breakdowns for A/B tests, dramatically reducing analyst workload and enabling non-analysts to self-serve insights.
- Created dashboards and monitoring pipelines in SQL, Python, and Count/Mode to track AI feature usage, model drift, user trust signals, and end-to-end ROI of ML and LLM initiatives.

### BUSUU

London, UK

*Language learning app acquired by Chegg (NYSE: CHGG) in 2021*

#### Product Analyst

02/2021 - 08/2022

- Built predictive models in Python to identify behaviors driving conversion and retention, informing OKRs and product strategy across multiple product squads from a central analytics team.
- Analysed 50+ A/B experiments, quantifying variant impact on key metrics and guiding the testing roadmap, iteration priorities, and feature rollouts across squads.
- Created Tableau dashboards backed by custom dbt data models to track new product performance and enable scalable self-serve analytics.
- Partnered with Data Engineering to improve data quality, schemas, and event tracking during the CMS migration, ensuring reliable data for experimentation and product decisions.

## PERSONAL PROJECTS

### A/B test duration calculator (02/2026)

- Built a production-ready A/B test duration calculator at [datahook.co.uk/ab-calculator](https://datahook.co.uk/ab-calculator). Stack: Python/FastAPI, Docker, AWS ECS Fargate, Hugo frontend, HTTPS/ACM, and GitHub Actions CI/CD.