

YANNIS

WEN

CONTACT INFO

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Portfolio wyannis.github.io

ABOUT ME

Data Analyst from the adtech industry at **CRITEO**, with **3 years of total work experience**.

Passionate about uncovering insights behind users' behaviors and turning them into business value. Comfortable working at the interface of multiple functions and interacting with individuals from every background.

Engineering graduate from **École Polytechnique** (#1 french engineering school) and MSc graduate from the **University of Edinburgh**.

EXPERIENCE

BI DATA ANALYST 2

2021-NOW

CRITEO | Paris

- Handling of CRITEO's EMEA media owners (**150M€** in quarterly revenue)
- Conduct of **A/B test analyses** to optimize the monetization of publishers
- Providing analytical insights to support **strategical sales pitches**
- Delivering **dashboards** that meet stakeholders' needs and highlight KPIs
- Escalating **market feedback** to the Product team and suggesting improvements
- Assisting Agency team in offering **incremental advertising deals** to agencies
- Day-to-day operational support through data (**250** issues solved)
- Achieved highest employee rating in 2022 (**5/5**)

DATA CONSULTANT INTERN - MARKETING ANALYTICS

2020

Mars & Co. | Paris

- Designed and implemented several statistical marketing attribution models with Python (*Shapley values, Markov chains, Linear model*)
- Worked on the large online sales data of the french theme park Futuroscope

DATA SCIENTIST INTERN

2019

Crédit Agricole S.A | Paris

- Conception of a Python algorithm to extract the most frequent customer journeys on their website
- Building a clear visualization through clustering methods
- Development of a local Plotly Dash to present to stakeholders
- Analysis of every step of the conversion funnel

EDUCATION

MSC IN BUSINESS ANALYTICS

2020-2021

Edinburgh University | *Edinburgh, Scotland, UK*

- Graduated with *Distinction*
- Dissertation topic: ***"Using NLP - sentiment analysis to identify which writing style performs best for marketing emails of hotels"***
- Relevant courses: Game Theory for Business Analytics, Predictive Analytics, Prescriptive Analytics

DIPLÔME D'INGÉNIEUR

2017-2020

École Polytechnique | *Palaiseau (Paris), France*

- 3.84 GPA
- Majors: **Computer Science** and **Economics**
- Relevant courses : Behavioral Economics, Database Management, Econometrics, Algorithms fundamentals

SKILLS

TECHNICAL SKILLS



Python, SQL, Tableau



Excel, Powerpoint, HTML



R, JavaScript

SOFT SKILLS



Stakeholder management, Storytelling, Design, Visualization

Languages

- French (native)
- English (full professional proficiency)
- German (intermediate)
- Chinese (basic)

HOBBIES

Art

- Digital drawing
- Dancing (took part in the Uni's musical !)

Sport

- Boulderling
- Football
- Swimming