

YANNIS

WEN

CONTACT INFO

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ABOUT ME

Experienced Data Analyst from the adtech industry, at **CRITEO**. Passionate about crafting stories through data and extracting the most valuable insights to best support the business. Comfortable working with audiences from every background. Engineering graduate from **École Polytechnique** (#1 french engineering school) and MSc graduate from the **University of Edinburgh**.

EXPERIENCE

DATA ANALYST

2021-NOW

CRITEO | Paris

- Team supervising the EMEA publishers market (**150M€** of quarterly revenue)
- Crafting and optimization of custom data tables using CRITEO's ETL tools
- 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
- Day-to-day operational support through data (**250** issues solved)
- Achieved highest employee rating in 2022 (**5/5**)

DATA CONSULTANT INTERN

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

DIPLOME 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

● ● ● Python, SQL, Tableau

● ● ○ Excel, Powerpoint

● ○ ○ HTML, R, Java, Salesforce

Languages

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

HOBBIES

Art

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

Sport

- Bouldering
- Football
- Swimming