YANNIS
WEN

CONTACT INFO

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ABOUT ME

Senior Data Analyst from the adtech industry with over **3 years of work experience**. Expert at uncovering insights behind users' behaviors and turning them into business value.

Comfortable working at the interface of multiple functions such as Product, Sales and Marketing and interacting with diverse stakeholders.

Engineering graduate from **École Polytechnique** and MSc Business Analytics graduate from the **University of Edinburgh**.

EXPERIENCE

SENIOR DATA ANALYST - *AGENCY REVENUE STRATEGY* 2024-NOW
CRITEO | *Paris*

- Delivering **forecast analysis** to support commercial pitches of retailers such as Currys, ASOS, ASDA, Macy's that would generate **8M€** in yearly revenue
- Growing the Commerce Audiences product from **6k€** to **18k€** of monthly revenue
- Developing **prescriptive analytics** to identify top advertiser prospects for each category of audience
- Creating processes and tools to enhance the sales of audiences to Agencies (used more than **100 times/month**)

DATA ANALYST - *MEDIA OWNERS MONETIZATION* 2021-2023
CRITEO | *Paris*

- Analytics for 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
- Provided day-to-day operational support through data (**300** issues solved)

DATA SCIENTIST 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

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"***

DIPLÔME D'INGÉNIEUR
2017-2020

École Polytechnique | *Palaiseau (Paris), France*

- Majors: **Computer Science** and **Economics**

SKILLS

PROGRAMMING SKILLS

● ● ●   Python, SQL, Tableau

● ● ○   Excel, Powerpoint, HTML

● ○ ○   R, JavaScript

OTHER SKILLS

Project management
- Solid stakeholder management
- Storytelling
- Excellent communication

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