Abbie M. Popa, Ph.D.

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TECHNICAL EXPERIENCE

App Annie — San Francisco, CA
Staff Data Scientist — April 2021 - present
- Built machine learning models to help businesses navigate the mobile app marketplace
- Led two data scientists on prioritization and planning of model improvements
- Sustained and improved downloads and revenue models, App Annie's core product
- Modeled user acquisition for apps across four channels (in-app advertising, search advertising, app store featured pages, and organic search)
- Received quarterly company-wide award for collaboration and going above and beyond

Senior Data Scientist — August 2019 - April 2021
- Modeled likely causes of anomalous events to surface to our customers in the Insights (formerly Data Stories) product
- Increased the accuracy of our core model in predicting extremely well-performing apps, resulting in a significant decrease in customer support tickets
- Led adoption of best practices including version control, continuous integration, and code review among the data science team

Cogitativo (healthcare consulting start-up) — Berkeley, CA
Data Science Intern — April 2019 - June 2019
- Identified instances of non-recommended healthcare procedures from millions of records stored in AWS Redshift
- Developed tables of metrics to summarize new payment integrity findings for our clients
- Built a Tableau dashboard to visualize anomalous behavior of home healthcare providers

The Data Institute at the University of San Francisco — San Francisco, CA
Data Science Postdoctoral Fellow — August 2018 - July 2019
- Described nodes in brain networks from patients with schizophrenia and healthy controls using self-supervised machine learning (feature embeddings) resulting in one accepted publication and one in review
- Consulted on collaborations with 3 private sector companies using computer vision and natural language processing
- Managed projects resulting in 2 published IEEE proceedings using PySpark and SparkML to make predictions on EEG data in collaboration with other researchers
- Instructed and developed an Introduction to Data Science class for 36 undergraduates
- Completed deep learning coursework using fast.ai and PyTorch (fast.ai certification course)

University of California at Davis — Davis, CA
Ph.D. Researcher — September 2012 - June 2018
- Used techniques including mixed effects linear modeling, k-means clustering, and ICA to interpret participants' behavior and brain activity over time
- Trained and mentored 6 junior research assistants and 7 volunteer interns
- Co-authored 4 publications and completed 18 conference presentations
- Helped run a group for graduate students on machine learning and data science
- Consulted with members of the UC Davis community on data science problems from twitter scraping to genomics as an affiliate of the Data Science Initiative

TECHNICAL SKILLS

Software including: PySpark, Python, R, git, PostgreSQL, Tableau
Packages including: PySparkSQL, SparkML, sklearn (former contributor), pandas (former contributor), NumPy, plotnine

EDUCATION

Ph.D., University of California at Davis, Neuroscience
Honors Sc.B., Brown University, Cognitive Neuroscience