

## Abbie M. Popa, Ph.D.

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### TECHNICAL EXPERIENCE

#### Merck

Remote

*Associate Director of Data Science*

September 2021 - Present

- Delivered marketsize estimates to produce more accurate revenue forecasts for Merck's premier cancer drug
- Produced reports on the competitive immunotherapy market to help marketing develop data driven communication plans
- Built an internal interactive web product that generates range forecasts based on Monte Carlo simulation

#### App Annie

San Francisco, CA

*Staff Data Scientist*

April 2021 - August 2021

- 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 paid and organic [channels](#)
- Received quarterly company-wide [award](#) for collaboration and going above and beyond
- Patent: Stolorz, Paul; Yatabe Rodriguez, Tada; Popa, Abbie. 2022. Fast Estimation of Downloads for Apps at Launch. Patent Number 20220311834.

*Senior Data Scientist*

August 2019 - April 2021

- Modeled likely causes of anomalous events 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

#### Cogitativo (healthcare consulting start-up)

Berkeley, CA

*Data Science Intern*

April 2019 - June 2019

- Identified non-recommended procedures from millions of records 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 publication in Network Science (respected peer-reviewed journal)
- Consulted on collaborations with 3 private sector companies using computer vision and natural language processing including deep learning
- Managed projects resulting in 2 published IEEE proceedings using PySpark and SparkML to make predictions on EEG data in collaboration with other researchers

#### University of California at Davis

Davis, CA

*Ph.D. Researcher*

September 2012 - June 2018

- Used mixed effects linear modeling, k-means clustering, and ICA to interpret participants' behavior and brain activity resulting in 4 publications and 18 conference presentations
- Trained and mentored 6 junior research assistants and 7 volunteer interns
- 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 (contributor), pandas (contributor), NumPy

### EDUCATION

**Ph.D.**, University of California at Davis, Neuroscience

**Honors Sc.B.**, Brown University, Cognitive Neuroscience