Abbie M. Popa, Ph.D.

abbiepopa@gmail.com   401-440-5228

linkedin.com/in/abbiepopa   github.com/abbiepopa

TECHNICAL EXPERIENCE

Merck — Remote
Associate Director of Data Science — September 2021 - Present
- Delivered informed patient file for triple-negative breast cancer market-sizing for Keytruda, Merck's premier immunotherapy drug
- Produced drug regimen summary and forecasting for renal cell carcinoma to support the launch of Merck's first CTLA4 inhibitor (immunotherapy)
- Building forecasting tools for self-service estimation and experimentation

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