

Austen Myers

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Experience

BEGiN | Data Scientist (Apr '20 - Present)

Developing end-to-end pipelines to wrangle complex data sources, designing digestible dashboards, conducting A/B statistical tests, developing predictive models, and communicating with the internal data team and business stakeholders to arrive at actionable insights.

- Communicates business needs into technical specifications, and be the liaison between data science, engineering, and business teams.
- Designs and automates processes with end-to-end jobs using SQL and PySpark logic. Creates dashboard reporting to simplify business stakeholder's operations and empower the stakeholders to self-serve.
 - A/B Test Automation has reduced the need for the data team to do manual, ad hoc analyses for A/B tests conducted each sprint, increasing capacity and efficiency on the data team
 - Ensures customer acquisition KPIs are improving with a Bayesian approach that requires a 90%+ chance of beating the control for each variant we test.
- Summarizes key findings into clear and actionable recommendations:
 - Collaborated with the CRM Director to identify a personalized learning update strategy to provide customers with insights on their most popular content resulting in a 20% uplift in CTP and 2x more likely to open lessons WoW.
- Works with CFO to produce customer churn & retention charts. Developed and delivered customer churn charts in an easy to use visualization in Looker for Finance to use for their FP&A purposes.
- Assists Marketing with MROI and Attribution Modeling insights with ad-hoc analyses. Used performance marketing ad Spend by channel and geographical features to predict trial starts. Winning model used Catboost with an R^2 of 0.86. We also Looked at TSR, CTP, and M1 metrics by channel to determine channel spend efficiency on these KPIs.

Capgemini (Oct '18 – Mar '20) | Client: Fortune 500 Mass Entertainment Company

- Developed data pipelines for 8 different data providers to produce a data endpoint that is the superset of all possible event data sources as well as identity management.
- Created pipelines including data auditing, cleansing, deduplication, and transformations for business analytics using Spark, Airflow, Snowflake, and AWS.
- Created ETL pipeline with AWS Athena database tables using an AWS Glue crawler for BI consumption that may be queried with SQL for in-depth business reporting and analysis.
- Assisted in development for the universal user identity project utilizing a graph database to establish relationships among different data providers to deduce correct user identities.
- Helped develop an R Shiny application for movie executives to find comparable past films and introduce ML to the box office prediction process.

Key Technical Skills

SQL, Python, PySpark, AWS (S3, EC2, Athena, Lambda), Snowflake, Databricks, Pandas, Numpy, Scikit Learn, Matplotlib, RegEx, Airflow, AWS Glue, Tigergraph, Tableau, MySQL, DynamoDB, Athena, Regression, Classification, Clustering, HTML, CSS, Javascript, Catboost, XGboost, Random Forests, Sentiment Analysis

Education

Bachelor of Business Administration (B.B.A.)

Emphasis on Data Science & Operations

University of Southern California (USC) - Class of 2016
Marshall School of Business

Extra Curriculars:

Co-Founder of UXSC - USC's 1st UX student org

