Justin Gregoire

Data science professional with 6 years of experience empowering organizations with data and insights. My expertise covers multiple areas: defining metrics and extracting insights with imperfect data; analyzing A/B experiments and using inferential statistics to deduce product impact and opportunity; and building data pipelines to support business intelligence.

I've employed my skillset across multiple cross-functional teams within a variety of industries - including ed tech, online mobile gaming, B2B cloud products, and health care.

💼 Professional Experience

2021

Senior Data Scientist
Skillshare
📍 New York, NY

- Embedded within product's personalization and discovery pods to support experimentation. Design, analyze, and present findings/recommendations for changes to our recommendation algorithms, new onboarding features, and changes to Search and Browse. This resulted in a 10% increase in overall CTR on our Member Home page.
- Lead data scientist for strategic initiative exploring additional monetization opportunities. Leveraged k-means clustering to identify unique teacher segments and size potential opportunities. Partnered with VP of Product to incorporate into program strategy, and prioritized potential feature showing potential sales increases from 5% to 50%.
- Regularly conduct deep-dive analysis of consumer behavior and present findings to relevant stakeholders.

2021 | 2020

Data Scientist
Skillshare
📍 New York, NY

- Partnered with VP of Growth to develop a market scoring methodology based on external and internal data. Presented findings and recommendations to CEO and executive team. This work was adopted into a phased international growth strategy for English speaking and non-English speaking markets
- Researched multiple attribution methodologies - including various heuristic methods (I.e. "first touch") and algorithmic methods (i.e. Markov Chains, Shapley values). Implmented optimal method based on multiple criterion.
- Built an external facing algorithm projecting teachers' upcoming monthly royalty payments. This initial feature received overwhelming positive feedback

2020 | 2019

Marketing Analytics Manager
Skillshare
📍 New York, NY

- Definied key marketing health metrics, and subsequently built initial analytics pipelines and productionized data models for reporting and analysis.
- Partnered with head of influencer marketing to implement an end-to-end "Influencer Relationship Solution" leveraging Salesforce and 3rd party data from Tubular. Work resulted in a 60% increase in spend while maintaining the baseline ROAS.

2019 | 2018

Digital Senior Analyst, Marketing Analytics @ Google
Accenture
📍 San Francisco, CA

- Led a team of 4 data analysis supporting analytics initiatives for a key acquisition program. Partnered with marketing, sales, and engineering to define metrics, build data pipelines and reporting, and provide startegic analysis and recommendations.

2018 | 2016

Digital Analyst @ Zynga
Accenture
📍 San Francisco, CA

- Partnered directly with VP of User Acquisition to build out executive-level reporting and implement user LTV modeling so marketers could optimize their budgets in real time. This resulted in returns increasing from 70% to 115% on an annual investment >$100M.

Contact

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- in Linkedin
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Education

University of Virginia
B.S. Systems Engineering
2012-2016

Technical Skills

Inferential Statistics and Modeling;

Data Modeling and Warehouse design;

Advanced Data Visualizations

Strategic Skills

Domain knowledge of product and marketing across B2C (ed tech, mobile gaming) and B2B (Cloud Services);

Data team strategy and processes

Presentation experience with both technical and non-technical audiences

Toolset

R, SQL, Python;

Dashboards in Tableau, Looker, Domo, Mixpanel

Advanced visualizations in Shiny amd ggplot

Jira, Github, Confluence;

Access Links

Online version here