

# Justin Gregoire

Data science professional with 6 years of experience empowering organizations with data and insights. My professional 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 initiatives. Design, analyze, and present findings/recommendations for changes to our recommendation algorithms, new onboarding features, and changes to Search and Browse.
- Lead data scientist for key strategic initiative called "Marketplace" to explore additional monetization opportunities. Leveraged k-means clustering to identify unique teacher segments, and distributed learnings with cross-functional stakeholders from product, engineering, and marketing to incorporate into the strategic roadmap
- Regularly conduct deep-dive analysis of consumer behavior and present findings to relevant stakeholders.

2021

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2020

### Data Scientist

Skillshare

📍 New York, NY

- Worked alongside VP of Growth to conduct a market assessment to inform long-term internationalization strategy. Developed a scoring methodology based on external market/demographic metrics, as well as internal site engagement metrics. Results were used to create a phased growth strategy that aligned with long term localization roadmap of the engineering team. Presented analysis and conclusions to CEO and executive team, followed by the broader company once approved.
- Partnered with marketing to develop and implement an improved attribution methodology. Researched various heuristic methods ("first touch", "last click", "linear time-decay", etc.) as well as algorithmic methods, including Markov Chains and Shapley values. Developed criterion for evaluating methods and selected optimal method.
- Built an external facing algorithm projecting teachers' upcoming monthly royalty payments.

2020

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2019

### Marketing Analytics Manager

Skillshare

📍 New York, NY

- Defined key performance metrics for growth marketing, which was implemented as the company framework for evaluating marketing performance
- Built initial analytics pipelines and productionized data models tracking marketing performance. This involved scoping, selecting, and implementing a data integration tool (fivetran) to manage ingesting third party data, and leveraging DBT(data build tool) to create reporting ready tables for dashboards and analysis.

2019

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2018

### Digital Senior Analyst, Marketing Analytics @ Google

Accenture

📍 San Francisco, CA

- Defined key performance metrics for a key acquisition program. Subsequently designed and built the data warehouse and created dashboards to monitor marketing performance, sales operations, and financial metrics.
- Regularly analyzed A/B tests as well as various ad-hoc analyses. Presenting findings and recommendations to account leadership.
- Ultimately became the team lead for 4 data analysis. Served as the main point of contact with client stakeholders, and translated needs into concrete deliverables across the team.



## Contact

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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;

Extensive executive presentation experience

## Toolset

R, SQL, Python;

Dashboards in Tableau, Looker, Domo, Mixpanel

Advanced visualizations in Shiny and ggplot

Jira, Github, Confluence;

## Access Links

Online version [here](#)

2018  
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2016

## Digital Analyst @ Zynga

Accenture

📍 San Francisco, CA

- As the sole Accenture consultant on the account, partnered directly with VP of User Acquisition to define key marketing health metrics and build out executive-level reporting across the game portfolio. This allowed marketing managers to optimize budget allocation in real time
- Assisted in the development of user LTV models, and implemented into reporting. Communicated criterion used to select optimal model – including business use cases, accuracy requirements, and tradeoffs against other models.
- In the quarter after project completions, acquisition returns increased from 70% to 115% with no observed change in general market trends, or other direct product releases or significant changes



## Miscellaneous

2020

## Reforge Growth Series

Reforge

📍 New York, NY

- Completed a professional education program focusing on product growth. The curriculum covered topics spanning retention & engagement, acquisition, monetization, and user psychology taught by instructors who are product leaders at category defining companies (Facebook, Instagram, Lyft, Dropbox, etc.).