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

- Defined 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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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