

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

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Senior Data Scientist

Skillshare

New York, NY

- Led experimentation within personalization & discovery pods. Analyzed outcomes to recommendation algorithm changes, new onboarding features, and changes to Search resulting in 10% increase to Member Home CTR.
 - Leveraged k-means clustering to identify unique teacher segments and size potential monetization opportunities. Prioritized potential feature showing potential sales increases from 5% to 50%.
 - Applied causal inference techniques when standard A/B testing wasn't possible. This included constructing a Bayesian structural time-series model to estimate counterfactuals for marketing offer changes; and designing quasi-experiments with our Influencer marketing team where there is a lack of tooling for A/B testing.
- 2021
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2020

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Data Scientist

Skillshare

New York, NY

- Scored potential profitability of international markets. Presented findings to CEO and executive team. This work continues to guide our international growth strategy.
 - Researched potential marketing attribution methodologies (heuristic and algorithmic,) compared outputs with historical data; and implemented a first touch methodology based on model comparisons and technical considerations.
 - Built an external facing algorithm projecting teachers' upcoming monthly royalty payments. This feature increases teacher satisfaction scores, and improved teacher retention on the platform.
- 2020
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2019

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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.
 - Increased influencer monthly spend capacity by 60% while simultaneously maintaining baseline ROAS performance via a custom "Influencer Relationship Management" solution leveraging Salesforce and 3rd party data from Tubular.
- 2019
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2018

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Digital Senior Analyst, Marketing Analytics @ Google

Accenture

San Francisco, CA

- Led a team of 4 data analysts supporting analytics initiatives for a key acquisition program. Partnered with marketing, sales, and engineering to define metrics, build data pipelines and reporting, and provide strategic analysis and recommendations.
- 2018
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2016

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Digital Analyst @ Zynga

Accenture

San Francisco, CA

- Partnered directly with VP of User Acquisition on analytics initiatives that increased returns on ad spend from 70% to 115% on an annual investment >\$100M. This included building out executive-level reporting and implementing user LTV modeling so marketers could optimize their budgets in real time.
 - Regularly conducted ad hoc analyses and presented findings and recommendations to CMO and other executive leadership.



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 and ggplot

Jira, Github, Confluence

Access Links

Online version [here](#)