

# 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

  - 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  
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2020

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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). Implemented 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  
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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.
  - 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  
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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 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 and ggplot  
  
Jira, Github, Confluence

### Access Links

Online version [here](#)