

Erik Hedlin

Senior Data Analyst - Strategy

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Data Scientist with over 7 years of experience in quantitative roles at SaaS, ecommerce, and research organizations. Five years of experience both designing individual experiments, and designing/building company wide experimentation frameworks. Seven years of experience developing advanced and interpretable statistical and ML models, and working with business stakeholders to identify causal relationships and optimize processes.

Experience

Senior Data Analyst - Corporate Planning / Product

SSENSE -

2022 Dec. — present 9 Toronto, Canada

- **Experimentation:** Designed and put a Bayesian A/B testing framework into production. The framework has powered all product experiments (data transformation/ingestion, analysis via. conjugate priors, and result exports at various granularities) for two years.
- **Advanced Analytics & Causal Inference:** Various causal inference projects (basic dag informed regression, Diff in Diff, Double ML, and BARTs) to derive actionable insights and optimize policy decisions when RCTs were unavailable.
- **Data Democratization & Tools:** Built internal Python libraries for colleagues to increase efficiency of accessing and visualizing data (visualization tools and credential handling tools for AWS).
- **Collaboration & Leadership:** Directly partnered with executive leadership on broad initiatives including price optimization and customer segmentation, and checkout policies (shipping promise).

Co-founder & Quantitative Consultant

Signal Analytics -

2020 Jan. — present 9 Toronto, Canada

- **Quantitative Solutions:** Designed and deployed GUI computer vision applications on single board computers to support field research programs in the Canadian Arctic.
- **Cross-Functional Collaboration:** Worked with academic and industry partners to build data collection policies and quantitative frameworks to better understand sources of variation in complex ecosystems.

Senior Data Analyst

7Shifts -

2021 Nov. — 2022 Dec. 9 Toronto, Canada

- **Scalable Analytics & SQL Expertise:** Embedded in a product team to support experimentation, data pipeline creation (DBT), and research initiatives to inform roadmaps.
- **Experimentation:** Designed and analyzed online experiments to support product improvement roadmaps.
- **Team Mentorship:** Mentored analysts in best practices for data engineering and statistical analysis, including developing python and R libraries to increase efficiency in connecting to data sources.

Research Associate

Nunavut Wildlife Cooperative Research Unit -

2018 Jun. — 2021 Nov. 9 Edmonton, Canada

- **Experimentation Design:** Designed data collection policies to support research and analyses such as applied advanced regression, hierarchical modeling, and time series analysis in R and Python.

Objective

Seeking opportunities to leverage my expertise in experimentation, causal inference, and data science to drive data-informed decision making and business impact.

Education

University of Alberta

2013 - 2016 Edmonton, Canada

M.Sc in Ecological Sciences

University of Saskatchewan

2009 - 2013 Saskatoon, Canada

B.Sc in Biology

Skills/Exposure

• Python (polars, pymc, nixtla, sklearn, pandas, statsmodels, DoWhy, EconML) • R (brms, stan, lme4, nlme, tidyverse) • SQL • Bash • Git • AWS • BigQuery • Bayesian Inference • Regression • Causal Inference • A/B Testing • ETL Pipelines • Data Engineering • DBT • CUPED • Double ML • BARTs

Publications

Demand Forecasting System

Developed a scalable demand forecasting network using Nixtla and polars to support labour planning and logistics. **Demand Forecasting System**

Developed a scalable demand forecasting network using Nixtla and polars to support labour planning and logistics. **Customer Behavior Analysis** Leveraged causal inference methodologies (DAG-based regression, double ML) to analyze customer behavior and optimize checkout experiences and shipping logistics. **Interpretable**

Hierarchical Modeling

Implemented generalized hierarchical regression models to explore complex patterns in ecosystem data. **Published Research**

- **Data Engineering & Collaboration:** Designed and maintained local data warehouse to support academic stakeholders, and collaborated with stakeholders on statistical analysis.

Co-authored multiple peer-reviewed publications in Behavioural Ecology on Arctic wildlife research using advanced statistical methods.