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Ferra Suryani

Data Scientist

Portfolio
GitHub
LinkedIn

Summary

- Data Scientist with 3+ years in ads measurement, experimentation, and and causal inference across ad-tech/SaaS. Proven track record of driving quantify incrementality through ML and statistics-driven predictive modeling and experiment design for ROI optimization. Proficient in SQL, Python, and large-scale data infrastructure with experience developing data science products and solutions.

Education

Master of Science, Applied Analytics | *Columbia University* Dec 2022
Thesis: 'The Role of CLV in Retention Optimization for Subscription-Based TV Streaming Services'
Bachelor of Science, Digital Marketing | *Arizona State University* May 2019
Minor, Applied Business Data Analytics

Technical Experience

Senior Data Scientist **Feb 2024 - present**
Annalect (Omnicom Media Group) *New York, NY*
- Partner with Product, Marketing, and Engineering teams to evaluate UI, audience targeting, and campaign optimization through A/B and multivariate experiments, achieving a 5% lift in engagement
- Deployed predictive models (logistic regressions, XGBoost, K-means clustering) to refine high-value audience segmentation for key clients, increasing targeted campaign efficiency by 15%
- Developed a Python-based Markov chain multi-touch attribution model to map multi-touch user journeys and measure channel impact on conversion
- Enhanced the codebase for multiple data science products, expanding its ability to visualize consumer behavior across touchpoints and reporting functionalities

Senior Analyst, Marketing Science **Feb 2023 - Feb 2024**
Annalect (Omnicom Media Group) *New York, NY*
- Led markov chain multi-touch attribution (MTA) and Bayesian marketing mix modeling (MMM) initiatives in R to quantify channel contributions and inform budget reallocations, resulting in a 15% lift in marketing ROI for global digital campaigns
- Translated complex modeling results and exploratory analyses into digestible insights and presented findings to clients
- Reduced analytical processing time by 80% via SQL query and R pipeline optimization

Analytics Engineer, Data Solutions **May 2022 — Aug 2022**
BigCommerce *Austin, TX*
- Developed integrated pipelines across CRM and behavioral logs to power product analytics and predictive models
- Automated ETL/ELT workflows with dbt, Airflow, Snowflake, Spark, and Python to improve data availability for growth initiatives

Business Intelligence Analyst **July 2019 - Jan 2021**
SORACOM *San Jose, CA / Bellevue, WA*
- Built automated Tableau dashboards to track KPIs for marketing and sales, cutting reporting time from hours to minutes
- Conducted extensive analyses on customer churn, cohort analysis, and user funnels, informing IoT product strategies and enhancing customer retention initiatives

Technical Skills

Languages/Tools	SQL, Python (SciPy, scikit-learn) , R, Git, Docker, Tableau, CLI/bash scripting
Experimental Design	A/B Testing, Multivariate testing, Causal Inference, diff-in-diff, uplift modeling
Predictive Modeling	Bayesian modeling, Multi-Touch Attribution, Marketing Mix Modeling, Customer Lifetime Value (CLV)
Machine Learning	Linear/Logistic Regression, Decision Trees, Random Forest, XGBoost, Clustering (K-means, HDBSCAN), Collaborative-Filtering, Content-based Filtering
Data Infrastructure	GCP, AWS (Redshift, S3), PySpark, Airflow, dbt, ETL/ELT, Snowflake

Projects/Hackathon

DJ Mashup and Mixing Song Recommender System **July 2025**
- Developed and trained a Python-based collaborative-filtering + content-based filtering model to build a DJ mashup recommender using Spotify and other music APIs, applying Camelot-key and BPM filters for "mix-ready" results and refining performance through hyperparameter tuning, feature embedding, and spectral re-ranking

Amazon x Columbia Hackathon (Top 4 Finalist) **Oct 2022**
- Built predictive ML models (linear regression, decision trees) in Python to identify features that influence pet food purchases, leveraging ANOVA to quantify ad click-through and conversion rates