

Hussien Hussien

DATA SCIENTIST · DATA SCIENCE MAJOR · WESTERN UNIVERSITY

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Skills

Programming, · Python · Bash · Java · Git

Analytics, Jupyter (IPython) · SQL · Seaborn · Google Analytics · Pandas

Machine Learning, Supervised Learning (Regression/Classification, Trees-Based Methods, Support Vector Machines) · Unsupervised Learning (PCA, Clustering) · Scikit-learn

Work Experience

Triage.com

Toronto, Canada

PRODUCT MANAGEMENT INTERN

May, 2019 - Aug. 2019

- Managing from-scratch redesign of Triage.com from product design to go-to market strategy
- Reduced customer acquisition cost by 54% by analyzing high-value user cohorts to refine targeting and messaging
- Analyzing Triage.com user data and conducted 1-on-1 user interviews to guide product roadmap and marketing strategies
- Collaborating with cross functional teams to determine success metrics and growth targets of product launch

P10 Labs

Toronto, Canada

DATA SCIENTIST

Jan. 2018 - Apr. 2018

- Implemented a multi-armed bandit testing system on Elastic Beanstalk iteratively tested and prioritized landing pages for conversions
- Leveraged Facebook Ads API as well as Flask + SQL to create dashboards & team-reports to track key campaign metrics
- Deployed a regression model to predict unprofitable campaigns which should be shut off early saving \$6000+ in ad spend

Diply

London, Canada

DATA ENGINEER INTERN

Sept. 2017 - Dec. 2017

- Supported new 4-person social commerce team in scaling revenue-generated from \$0 to \$300K over internship
- Built automated pipeline to collect various CPA campaign data into simple insights and visualizations for weekly team meetings
- Built a cronjob in JavaScript to automatically extract campaign attribution data from various endpoints saving the BI team 3 hours per week
- Analyzed and resolved data discrepancies in campaign attribution saving the company \$32K/yr

Projects

A Hybrid Learning Approach to Detecting Regime Switches in Financial Markets - ICAIF20

MACHINE LEARNING RESEARCHER

Apr. 2020 - Mar. 2020

- Presenting and publishing research paper on a novel regime detection method at ACM's International Conference on AI in Finance
- Developed trading algorithm based on supervised + unsupervised ML to beat the S&P500 by over 20% using economic data
- Techniques in use: Clustering, AdaBoost, Back-testing, Tactical Asset Allocation, R, Principal Component Analysis

TinyEarn - Python Package

DEVELOPER

Apr. 2020 - Mar. 2020

- Wrote open-sourced library to scrape historical earnings & revenue data for any American company in two lines of code
- Enabled Quants, Algorithmic Traders and Investors to easily pull financial data using browser automation

Credit Risk Analysis in Social Lending Ecosystem

DATA SCIENTIST

Apr. 2020 - Mar. 2020

- Wrote credit risk algorithm to cherry pick junk loans from LendingClub.com resulting in 17% ROI over payback period
- Used Data Wrangling, feature engineering & Gradient-Boosted Trees to detect undervalued F & G grade loans.

Top-1000 Shopify Stores Analysis

INTERACTIVE JUPYTER NOTEBOOK FOR SHOPIFY DATA ANALYSIS

January, 2020 - Present

- Built web crawler to scrape various data points on products, marketing and technology from the top-1000 Shopify stores
- Curate interactive Jupyter Notebook for users to analyze and visualize results from 50,000+ data points on eCommerce industry
- Tools in use: Selenium, Pandas, bqPlot, iPywidgets, BeautifulSoup4, asyncio, SQLite

Education

Western University

London, Canada

B.S. IN DATA SCIENCE

Sept. 2016 - Exp. Dec. 2020

- Relevant Courses: Generalized Linear Models, Data Analysis, Probability & Statistics I & II, Databases I (SQL), Data Structures and Algorithms