

Yasser Ezbakhe

Scientist - P ROFES

New York, NY - Email me on Indeed: indeed.com/r/Yasser-Ezbakhe/b15a8c5c7fe23b52

WORK EXPERIENCE

Data Scientist

Paperless Post - New York, NY - February 2016 to Present

New York, NY

- Mentor team of junior data scientists to support detailed analytics and insights for business units Feb 2016 - Current
- Built a cohort retention model to understand customer LTV based on activation profiles
- Classified customers into different personas using detailed analytics of historical behavior patterns
- Building automated marketing email recommending cards using Singular Value Decomposition model
- Developed an automated AB testing tool (Frequentist and Bayesian approach) that helped Product Team select the best approach and helped them better utilize statistical report dashboards
- Created an ETL python job using Luigi package to bring data from Mixpanel to Amazon Redshift

Scientist

Boomerang - New York, NY - June 2015 to August 2015

- Creating and owning sanitized PostgreSQL datasets in Redshift that are imported to our BI tool
 - Created Data Dictionary and trained more than 60 employees on our BI tool
- BOOMERANG CLEAN LLC, Data Scientist Summer Intern New York, NY
- Conducted business analyses for Boomerang NYC, an on-demand laundry and dry cleaning service Jun - Aug 2015
 - Developed operating metrics reports, growth tracking tools, and detailed customer dashboard tools using R and Excel
 - Modeled optimal distribution routes by clustering orders geographically using a K-Means algorithm
 - Constructed a delivery demand prediction tool using ARIMA

Operations Consulting Course, Part-Time Consultant

COLUMBIA UNIVERSITY - New York, NY - September 2014 to May 2015

- Predicted the launch quantity of new products at each store across North and Latin Americas
- Developed a VBA tool based on K-Nearest-Neighbors Algorithm to find closest matches to product test by considering their respective main features. Found the optimal K via cross-validation

Analyst

ROLAND BERGER STRATEGY CONSULTANTS - Paris, FR - April 2014 to July 2014

Paris, France

- Collaborated on projects in Energy & Utilities, Consumer Goods, and Financial Service fields April - Jul 2014
- Developed financial models and analyses for Advanced Zero-Based Budgeting mission: consolidated firm's activities by nature and cost, reduced transportation costs, and forecasted gains for the next three years. Conducted intensive client-facing to provide analytic supports
- Created clustering model defining perfume strategy prices based on competing stores' location

EDUCATION

M.S. in Management

COLUMBIA UNIVERSITY - New York, NY
August 2014 to December 2015

Business Analytics Course

COLUMBIA UNIVERSITY - New York, NY
April 2015 to May 2015

physical

ECOLE POLYTECHNIQUE
September 2013 to June 2014

PhD in Business

Paris, France

SKILLS

PostgreSQL (1 year), R (2 years), Python (1 year), Excel (3 years), Data Analysis (3 years), Mathematics (5 years)