

Jean-Francois Zinque

Data Scientist

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Work Experience

Present
Mar 2020

Data Science Consultant

METAMOKI INC. United States (remote)

- Structured experiments and methodologies to identify game optimization points and assess effectiveness of business initiatives.
- Guided Live Ops strategies.
- Evaluated and integrated third-party Analytics, Marketing Automation and MMP services.

Python R SQL C# AWS Cloud Computing AWS Athena AWS Redshift Serverless

Feb 2020
May 2019

Data Team Lead

PRETTY SIMPLE Paris, France

- Ensured sustainability of the in-house analytics platform hosted on AWS.
- Established a self-service data store and mentored stakeholders in leveraging it efficiently, resulting in faster iterations on game features.
- Supervised the creation of a continuous delivery workflow for machine learning models.
- Prototyped and guided the implementation of automated feature engineering on Apache Spark.

Python SQL Apache Spark AWS Cloud Computing AWS Athena Docker MLflow Featuretools

May 2019
Mar 2017

Data Scientist

PRETTY SIMPLE Paris, France

- Planned data products implementing a User Acquisition automation strategy.
- Led the development of a player lifetime value (LTV) prediction model at the individual player level, serving as a cornerstone for most User Acquisition decisions.
- Developed a plugin-based microservice to ingest reports from publishing and advertising partners, saving a one man-day/week for the marketing team.
- Productionized revenue forecasts at the cohort level, utilized for campaign management. The forecasts were automated by a meta-learning approach combining multiple forecasting models.
- Core maintainer of multiple internal python and R libraries.

Python R SQL Apache Spark AWS Cloud Computing AWS Athena AWS Redshift XGBoost Docker
Tableau Software

Oct 2016
Sep 2015

Indie Game Developer

SELF-EMPLOYED Beijing, China

- Started a company focused on mobile idle games.
- Responsible for game development and economy design.

C# Java LibGDX Unity3D Excel

May 2015
Aug 2014

Business Intelligence Analyst

FUNPLUS (DIANDIAN INTERACTIVE) Beijing, China

- Performed proactive and ad-hoc analyses to support game design and business decisions.
- Tracked and interpreted A/B tests and multivariate tests to tweak game balance.
- Created visualizations to monitor KPI, marketing campaigns, in-game economy, and player behaviors; supporting player segmentation and cohort analysis.
- Designed a standardized event format capable of capturing data points from various game genres.
- Created and implemented data warehouse schema.
- Trained a variety of stakeholders to use the analytics tools developed.

SQL AWS Redshift Apache Hive Excel Tableau Software

Aug 2014 Oct 2013	Data Scientist HAPPYLATTE Beijing, China <ul style="list-style-type: none"> • Deep-dive analysis of game monetization and contribution to the design of a new progression system, increasing monthly revenue by 122% and monthly active users by 70%. • Produced analyses to support decision-making for user acquisition, retention, and monetization. • Prototyped predictive models of player lifetime value (LTV) and retention. • Evaluated third-party data analytics providers. • Migrated data warehouse from MySQL to AWS Redshift. <div> SQL Python AWS Redshift MySQL Excel Tableau Software Weka </div>
Aug 2013 May 2013	Artificial Intelligence Researcher - Internship BEA Inc Beijing, China <p>Human gait analyses to detect pedestrians with microwave sensors using machine learning.</p>

Technical Skills

Languages	Python, R, SQL, C#
Data Manipulation	pandas, NumPy, Tidyverse (dplyr, tidyr, purrr, etc)
Machine learning	Scikit-learn, tidymodels, XGBoost, LightGBM, Optuna, MLflow, Featuretools
Time series (R)	tsibble, forecast, fable, Facebook Prophet
Testing	pytest, Hypothesis, testthat
Data Warehousing	AWS Redshift, AWS Athena (Presto), Apache Hive, PostgreSQL
Story Telling & Visualization	<ul style="list-style-type: none"> • Tableau Software • R: ggplot2, Plotly, R Markdown, Shiny • Python: Matplotlib, Seaborn, Plotly, Jupyter Notebook
ETL & Deployment	Apache Spark, dbt, Docker, Ansible, Serverless

Open Source

Author	pandas-select : supercharged dataframe indexing
Major contributions	pandera : data validation library, optuna : hyperparameter optimization framework
Occasional contributions	pandas , XGBoost , Featuretools , tsfresh

Education

2013 2010	Master in Intelligent Autonomous Systems ABERYSTWYTH UNIVERSITY Aberystwyth, United Kingdom <p>Thesis: “A developmental approach to learning reaching motions on a humanoid robot”</p>
2009 2007	Bachelor in Management IT HENALLUX Namur, Belgium
2005 2003	Bachelor in Computer Science UNIVERSITÉ DE NAMUR Namur, Belgium

Languages

French: Native	English: Fluent	Mandarin: Elementary
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