

# Joey Loi

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## Skills

### Data

Machine learning (Python), SQL, Tableau, dimensional modeling

### Design

Human-centered design, Photoshop, Balsamiq, HTML/CSS

### Product

A/B testing, agile scrum, objective and metric setting

## Projects

### Eyes on the Street

Analyzing the relationship between crime and street design using open data

### Classtronaut

Worked with teachers and NGOs to bring real world projects into high school classrooms

## Education

### Systems Design Engineering

University of Waterloo  
Class of 2017

Nanyang Technological University  
Winter 2016 (Exchange)

### TD Scholarship for Community Leadership

\$70,000

## Experience

### Data Scientist - Square

Fall 2015

Analyzed churn behaviors on mobile dashboard and used insights to highly prioritize a retention strategy. Increased the quality of users at the top of the funnel by building a random forest model to predict Square sellers who would be highly engaged on the product.

Designed and iterated on retention campaign for Square Appointments. Built a random forest model to predict sellers at high risk of churn, used by support team to identify intervention opportunities.

Conducted and analyzed A/B tests to challenge hypotheses and inform product direction.

### Product Analyst - Shopify

Winter 2015

Analyzed production and eventstream data using PySpark and PostgreSQL to discover customer behaviors with survival, lifetime value, and churn analysis techniques.

Built new fact and dimension tables to enable data analysis on POS business and product. Used MapReduce paradigm in test-driven development process.

Published a suite of business intelligence dashboards for POS business to measure revenue, churn, and user engagement.

### Market Strategist - Facebook

Summer 2014

Conducted data analysis for Facebook's largest Canadian clients, delivering insights on budget optimization, churn reporting, sales lift attribution, and industry benchmarking.

Identified high opportunity global markets for the Instagram advertisement launch through an analysis of client spend behaviours by vertical and country.

Generated vertical-specific insights for teams, analyzing revenue data to determine growth opportunities, revenue trends, and comparative performance to global teams.

### Product Designer - Kaizena

Winter 2014

Overhauled entire UI/UX of the application to accommodate the workflow of 2,000+ teachers, enabling contextual feedback on students' work.

### Product Designer - Desire2Learn

Fall 2013

Designed essential functions in the Learning Repository to solve highest priority user pains while meeting strict UX and technical specifications.